

Happy NEW YEAR



SIERRA MADRE NEWS



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SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, JANUARY 1, 1937

Holiday Spirit Happiness, Rampant

Home Comings, Parties Radiate Cheer—1937 Is Viewed Through Roseate Glasses

The holiday season in Sierra Madre has been a joyous and happy one with Yuletide cheer everywhere. Family reunions helped mightily to bring out the real meaning of Christmas in the home, for Christmas throughout the United States is "Old Home Week" in every hamlet, village and city.

Christmas is over, but tomorrow is New Year's Day and there will be the usual round of festivities, the exchange of calls, the "Happy New Year" greetings, and the cheerful faces of the younger generation reflect the optimism of their parents and other Sierra Madreans, who are looking forward to a wonderful 1937, with high expectations.

Parties, teas, the theatre and visits to old friends marked the Yuletide season here. Everybody seems to be happy, everybody looking ahead with chins up to the coming year—that's the spirit.

Mrs. Emily Moyer had as a Christmas guest at her home, 52 East Highland avenue, Mrs. Von Meyers of Los Angeles.

Mr. and Mrs. Glenn Ernest of Topeka, Kansas, are house guests of Mr. and Mrs. Roy Pickett at their home 201 West Highland avenue.

Mrs. W. T. Standing and two children of Phoenix, Ariz., will be New Year guests of Dr. and Mrs. W. D. Tiller at their home, 522 West Sierra Madre Blvd.

Mr. and Mrs. Earle Moyer of Alhambra spent Christmas Day with their mother, Mrs. Emily Moyer, 52 E. Highland avenue.

Mr. and Mrs. Ted Ballisback of Alhambra were Christmas Eve dinner guests of Mr. and Mrs. L. K. Layton at their home, 584 Sturtevant Road.

Mr. and Mrs. Ray Gomes and Miss Naomi spent Christmas with Mrs. Gomes' family in Los Angeles. They were guests of Mr. and Mrs. Al Griffin.

Mr. and Mrs. R. C. Copenhaver, 409 Ramona avenue, were dinner guests Christmas Day of their son and daughter-in-law, Mr. and Mrs. Roy McCullough of Long Beach.

Mrs. Mildred Taylor, 231 W. Grand View avenue, and Mrs. C. J. Rockwood of Minneapolis, who is spending the winter months with Mrs. Taylor, spent Christmas day at Riverside, enjoying Christmas dinner at Mission Inn.

Mr. and Mrs. Richard Pendergast, 116 North Auburn avenue, entertained Mr. and Mrs. Bert Dane, Mrs. Mable Biedler of Sierra Madre and Mrs. Dorothy Pendergast of Bellflower at Christmas dinner Friday.

Entertaining with a dinner party at her home, 261 Adams street, Saturday evening, Mrs. Walter Hannafield and Ann Brunner of Los Angeles; Mr. and Mrs. Harold Dixon of Highland Park; and Dr. Peter Werner, of Chicago.

Dinner guests at the home of Mr. and Mrs. R. O. Caulkin, 267 North Baldwin avenue Christmas Day included Rev. and Mrs. Franklin H. Miller and Pierson B. Miller of Pasadena; Mr. and Mrs. James Irvine and Stanton of

Firemen Receive \$4 A Head Responding To Xmas Night Call

Fireman responded to an alarm for a Christmas night blaze at the home of J. Sieberman, 201 East Grand View avenue—and thereby entitled themselves to their first new night-call compensation.

Caused by faulty construction, fire broke out in the basement, but was extinguished before much damage was done.

Fireman are now awarded \$4 for night calls, under a recently enacted ordinance.

Family Dinner Will Feature Annual Church Meeting

The annual meeting of the First Congregational Church will be held next Wednesday, Rev. A. O. Pritchard, pastor, announced yesterday.

The church family will sit down to dinner at 6:30 p.m., with the business meeting following. Reports of officers and committees will be submitted, the budget for 1937 adopted and board plans for the new year announced.

Sierra Madre.

Mr. and Mrs. Howard C. Lieben of West Montecito avenue, entertained Christmas Day, their son Howard, who is employed in San Francisco; Miss Anne Schlenner of Los Angeles, and Mr. and Mrs. Frank Leib of Rosemead.

Mr. and Mrs. Nestor A. Young, of 209 West Highland avenue, and Mr. and Mrs. T. C. Gregory of Los Angeles, were guests Christmas Eve of Mr. and Mrs. Irving Adams and family of Hollywood.

Mr. and Mrs. Oscar Hovis and children Sara and Oscar, Jr., of Tulsa, Okla., who visited with relatives and friends over Christmas, made a holiday visit at the Dr. and Mrs. W. D. Tiller home, 522 West Sierra Madre Blvd.

Christmas dinner guests in the home of Mr. and Mrs. Al S. Myers, 101 Esperanza avenue, were Mr. Myers' brother and family, Mr. and Mrs. Leonard Myers and Miss Loretta of Portland, Ore., and Mrs. Robert V. Carr, of Sierra Madre.

Mrs. Minnie R. McDowell and Dr. Edythe M. Dutcher attended a Christmas dinner given by Mrs. Frank Read of LaLoma Road, Glendale. Others in the party were Mr. and Mrs. R. P. Read, Miss Mildred Read, of Minneapolis; C. R. Angle, Mrs. Myrtle R. Angle of Long Beach, and Mr. and Mrs. Lee Bolen, of Glendale.

Mr. and Mrs. Stan Coumbe will be hosts to a number of friends from Los Angeles, Hermosa Beach, Glendale and Sierra Madre at their home New Year's eve. The event is in honor of their anniversary and terminal of their first year of residing at the "Home-Place," Alta Vista Drive.

Mr. and Mrs. A. H. Embree and sons of 535 N. Auburn avenue; Mr. and Mrs. H. S. Embree and daughter, Virginia; Wesley Stinmann and Miss Minnie Stinmann; Mr. and Mrs. Charles Peterson; all of Sierra Madre; William Egbert of Los Angeles and Mrs. Twela Crawford of Lamanda Park were guests of Mr. and Mrs. Ben Stinmann, Lamanda Park, at a family dinner on Christmas day.

(Continued on Page Six)

THIS HOUSE OF RECORDS IN SIERRA MADRE WILL BE OF THE MUSICAL VARIETY

When R. F. McGraw, 173 Vista Circle Drive, occupies his new house on Scenic Point, he won't have to worry about entertainment.

The study will be lined with specially built files containing more than 2,000 phonograph records!

Music is McGraw's hobby, although he doesn't play any instruments. He spent many years accumulating the collection which includes practically every "classical number" recorded as well as many up-to-the-minute "swing" tunes.

"I'm anything but an intellectual," McGraw laughed. "I like so-called good music, but at the same time I get a kick out of 'popular' stuff."

McGraw's house, which on a

New Life Injected Into Chamber Of Commerce As 40 Names Are Added

Facing 1937 with a total of 60 members on its books, the Sierra Madre Chamber of Commerce will hold its annual election meeting January 11, one week from next Monday, it was announced yesterday by R. L. Copenhaver, secretary of the body.

The entire group is keenly anticipating the meeting at which plans for the new year will be outlined, as well as new officers elected.

That the Chamber is definitely going places next year is revealed in the fact that George

L. Pascoe, field representative of the United States Chamber of Commerce, will actively aid members in putting the city's "advertising agency" on a sound, going-ahead basis. He will attend the January 11 meeting and keep in constant touch with the local group.

With the assistance of Pat West, field secretary, the current membership drive has gained for the body approximately 40 new members prominent in the civic and social life of the city.

East Siders Trounce West Gridders, 28-0

Losers Fight Hard But Are Outclassed In Annual Football Title Game

Sierra Madre's East Side football team won the Wistaria Town grid championship by defeating the West Side 28 to 0 in the annual game played last Sunday before only a handful of town fans because of the rain.

West Side was outpowered and outgained as a direct result of superior blocking and ball carrying. Only once was the East Side goal threatened. This was early in the first period when a long pass, W. Perry to Young, was knocked down with a clear field in front of the would-be receiver.

The East Side scored in every quarter and made two conversions accounted for 18 points, crossing the line three times and also placed himself at the throwing end of a 40 yard pass to Wolf that resulted in a score.

The West Siders fought hard but were up against too much competition. The blocking of T. Scalzo and a pretty 38 yard run by Wolf were worthy of mention. Lineup and summary:

West Side—W. Evans, lb; Marsh, lb; Kiggins, lb; McCarron, c; Evans, rg; Dumas, rt; Hora, re; Hoffman, qb; Young, lb; Perry, rh; Lichnog, fb.

East Side—DeGroot, re; Marti, rt; Chizuo Kunihiro, rg; Paschall, c; Mitsuo Kunihiro, lb; Gregor, lt; Coumbe, lb; Scalzo, qb; Neutzel, lb; Schwartz, rh; C. Scalzo, fb.

By quarters 1 2 3 4
East Side ... 7 12 7 12—28
West Side ... 0 0 0 0—0

Touchdowns—Neutzel 3, Wolfe 2, C. Scalzo. Points after touchdown, DeGroot 2. Substitutes, West Side, Wolfe for Schwartz, Fox for M. Kunihiro, M. Kunihiro for Fox. Time of quarters, 12 minutes. Referee, Smith.

Poetry-Musical Medley Attracts A Full House

S.O.S. signs would have had to be out at the Sierra Madre Woman's Club on Tuesday night had there been a box office. Each seat was filled and people stood to hear and see Yvonne Black play her truly lovely harp arrangements. Lucia Trent and Ralph Cheyney stage their clever poetic medley of mirth and message without music and their unique readings to harp music, and Francis Eakman sing to Katherine Wissler's piano accompaniment. Few cultural events and probably no concert in Sierra Madre have drawn as large a crowd from as wide a territory or a crowd that listened more attentively and commented more appreciatively.

After the program with its enthusiastically demanded and received encores, Mrs. W. J. Lawless voiced the Club's thanks to Mrs. Ray Caulkin, Mrs. Al Myers and the others who helped make the affair the scintillating success it was. She also recommended all present, whether literary or not, to attend the Club's Poetry Department meeting under the inspired direction of Lucia Trent on the first Thursday afternoon of each month. She urged that the meeting next Thursday, January 7th, be well attended.

Pedestrian Walks Into Car; Suffers Fractured Skull

John Williams, 72, of 255 Santa Anita Court, was rushed to St. Luke's Hospital with a fractured skull early Tuesday evening after he had stepped off the curb in front of 101 East Sierra Madre Blvd., and walked into the side of a car driven by Robert M. Mercer, 44, of 2080 Pasadena avenue, Long Beach.

Riding with Mercer was Ernest Mohler, 511 East Montecito avenue.

Williams' condition was reported as "improved" yesterday morning.

Social Evils Spur County To Action

Church Leaders Called Together To Combat Growing Religious Apathy

Blaming religious apathy for present day social evils, Chairman Roger Jessup of the Board of Supervisors revealed yesterday that he has called a conference of outstanding church leaders to meet in his office on the afternoon of January 7, to take up the question of lawlessness and other problems arising from the current moral let-down of the people.

"This moral let-down is having such serious effects on government and all law enforcement agencies that an immediate public awakening to the consequences is necessary," Jessup said.

"There are about 20,000 bookings every year at our county jail which exceeds in size 80 per cent of the State penitentiaries of the country. It is already inadequate, despite the eight prison camps that supplement it. The Board of Supervisors, consequently, is faced with the problem of building a new jail or establishing a prison farm where the overflow can be put to work. The tax burden which this wrongdoing involves is staggering.

But crime is only one result of the general moral laxity, according to the supervisor.

"Martial discord, which is saddening so many homes, is bringing thousands of couples to our divorce courts. These separations result too often in unsatisfactory home conditions for children and send an ever-increasing stream of them into our juvenile courts.

This situation not only throws many dependent on our charity rolls but keeps one of our detention camps filled with men on failure-to-provide charges.

"There must be a changed attitude and I believe it is the duty of the Board of Supervisors to help bring about this change. We are building up the material resources of the county to take care of an additional 10,000 population, but it is even more important that we lay a sound moral foundation for those who are urged to come and make homes here.

porous. Such runoff as occurs from these areas is in the form of flashy peaks of short duration.

"The cost of providing storage basins and spreading facilities for conserving these flashy peaks is so great that the present value of the water does not warrant their construction. However, should the value of the water at any time justify the expenditure, the water from any of the proposed conduits may be diverted into whatever storage basins and spreading grounds may be justified or constructed."

Help Wanted - Today

A FEW WILLING hometown folks who are interested in seeing that the Wistaria Town Float in the Rose Tournament is a credit to Sierra Madre. Lunch will be served... but only serious-minded people need apply—at 35 East Montecito avenue.

Martha Sharp Is 'The Lady,' Selwyn Myers The Boy On Wistaria Town Float

City's Entry In Rose Tournament Ready To Roll Into Pageant

MARTHA SHARP is "The Lady of the Lake" that will ride in the Wistaria Town Float in the New Year's Tournament of Roses. Selwyn Myers, up and coming stage and radio actor, will ride with her in the great white canoe as "her lover," or boy friend in the modern version of Sir Walter Scott's great romance. Both radiate personality that should make your hometown entry outstanding.

They were selected Monday night, Miss Sharp by the Junior Woman's Club, to which the selection had been assigned, and by the general Wistaria Town Float Committee which later approved the selection of Miss Sharp and the selection by an artists' committee of Selwyn Myers for the man who, rescued by the Lady, saved her from a life of misery if you know Sir Walter Scott's great story.

Miss Sharp is a slim vivacious brunette of average height. While she has done much modelling for various Los Angeles shops, as well as for Ella Shepherd Bush, well-known Sierra Madre miniaturist, medicine and osteopathy are her real interests. Having worked as student-nurse for a time at Bellevue Hospital, she will enroll at Pasadena Junior College next semester and eventually hopes to win an M. D. or D. O. degree.

Versatile, Miss Sharp likes to swim, "go to the races" and dance. She isn't, however, a rabid "swing music" fan. Her favorite screen actress is Jean Arthur.

Miss Sharp, who was born in Hamilton, Mo., and her parents have lived here for 16 years. Her father was at one time editor of THE NEWS.

Her parade costume, which is over 100 years old, consists of a pleated plaid skirt and black velvet jacket and highland cap. On the cap and on the jacket shoulder is the Douglass clan insignia.

Riding a gorgeous white canoe in chrysanthemums on a blue lake of delphinium with a light yellow trim and lined with purple lanterns, the Wistaria Town entry will swing into the Rose Tournament escorted by, not the Highlanders Band of Pasadena, but the Agness Pipers Band of Hollywood—15 killed girls. If you like drums you'll have to like it—the Rose Tournament folks thought the real Scottish band—drums and pipes—was too much like a calliope. But, don't be disappointed—these cuties in kilts are good without drums—good to look upon and you'll know they're

GREAT TRANSFORMATION IS IN PROGRESS AT SCENIC POINT IN PREPARATION FOR FETE

Old Fennel House Making Way For Pergolas And Unique Features

A LITTLE less than a year ago this reporter had his first glimpse of Scenic Point and Sierra Madre's Wistaria vine. The day was cold and rainy and it was hard to imagine that in a few months the bare brown vine would be covered with lacy green leaves and billowy lavender blossoms.

On Monday of this week the writer again drove up to Scenic Point. Again black clouds lowered menacingly and gusts of cold rain swept down Bailey Canyon. But the picture was different nonetheless.

The old clapboard Fennel house—older than the vine itself and in which countless tasty luncheons have been served hungry visitors—was being torn down.

In its place will be built elaborate pergolas on which the vine will be gracefully trained so as best to display its breath-taking blossoms next spring. Scores of tables will be set out beneath the pergolas during Fete time and there visitors will gather at luncheon or tea time with the

coming long before you see the Wistaria Town float.

Construction of the float began Tuesday at the adobe studio of Alfred J. Dewey, 35 East Montecito avenue.

Few volunteers appeared yesterday and last night, but it is expected that many townsfolk will offer their services in decorating the float today, the committee hoping to avoid the usual all-night job of decorating. There is still an urgent demand for white and blue blossoms because recent storms ruined many flowers grown by well intentioned townsfolk, necessitating the purchase of flowers required to decorate the Sierra Madre float. Also the recent rains have advanced the cost of flowers that have to be bought.

For this reason the Wistaria Town Float Committee is especially grateful to those who made contributions, a full list of which will be published in next week's NEWS, along with the names of those who furnished flowers and who volunteered their services so that Sierra Madre will not only be represented but very creditably in the greatest of all pageants.

This week's financial sponsors of "The Lady of the Lake" are: Dr. and Mrs. L. M. Evans (Bellevue Court), Mr. and Mrs. Earl Wilcox, Henry and Mrs. Isaacs, Veterans of Foreign Wars, John Frellick, W. S. Hall, Mrs. R. A. Pratt, Mrs. Lida P. Grant, A. D. Pritchard, Dr. J. Earl Gosard, Frank Butler, Dan H. Lewis, William Lee, W. H. Schwartz, Sam L. Graham, Jack Paschall, Andy Liscomb, C. J. Pegler, Preston Schwartz, Frank Lowell, Mrs. Friedman's Gift Shop, Sierra Madre Hotel, Paul Carter, Hartman & Son, American Legion Post 297, The Bickman.

Stolen Car Lands Leroy Young In County Bastile

Following five days in city jail here, Leroy Young, 45, a transient, was remanded to county jail Monday pending his preliminary hearing on a grand theft charge involving an automobile belonging to Louis de S. Fuller, 659 West Montecito avenue.

Fuller parked his car in front of the post office December 23. Returning 10 minutes later, he found the car gone. Police promptly sent out a radio broadcast and Young, driving Fuller's car, was picked up less than an hour later by Pasadena police.

According to Pasadena police, Young's record, which goes back to 1921, he has been charged at various times with grand theft, failure to provide, intoxication, petty theft and disturbing the peace. He was picked up here for intoxication only the day before he is alleged to have made off with Fuller's car.

Old Fennel House Making Way For Pergolas And Unique Features

warm spring sunshine filtering down through the millions of perfume-scented blossoms overhead. The old Fennel house will disappear this week but Scenic Point and the Wistaria vine will go on to greater glory and fame. Meanwhile, work of rearing the grounds and the vine for next year's Fete is moving ahead rapidly. The vine has received one of the most rigorous prunings in years, which should do much to add to its life and make the 1937 festival a more gorgeous sight than ever before. Besides the pruning, the "doctoring" process has called for a comprehensive sub-surfacing irrigation of the vine and this, too, is being carried out under the supervision of Charles Gibbs Adams, long an admirer of the vine and one of Southern California's top-notch horticulturalists.

It is also understood that Mrs. Lawless plans to erect an adobe wall around the property, along the inside of which will be installed a series of "bazaars," or booths, to house exhibits of plants of all sorts. This arrangement will give the entire site an atmosphere in keeping with the Fete's reputation as a premiere Southwest attraction.

—Gerald W. Stewart

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As thy days, so shall thy strength be.—Deut. 33:25.

The... Watch Tower

By Perley Poore Sheehan

NOW and then as we walk up Baldwin avenue with our beloved mountains reaching for the sky right there in front of us, we are reminded a little of the French Riviera. There where the Maritime Alps rim the Mediterranean—the way our own Alps do the San Gabriel Valley. So that Pasadena, as you might say, would represent Cannes; Sierra Madre, Nice; and Monrovia, Monte Carlo. Not that the distances over there are quite that short. But almost. Anyway, from the eastern windows of the Casino at Monte Carlo there's Italy—plain as we see the Puente Hills; and if you took a seaplane from Monte Carlo and flew southwest you'd be in Spain by about the time it would take you to fly from here to San Diego and back—that is, in practically no time at all.

ONE of the most beautiful shorelines in the world—that stretch of coast from Cannes to the Italian border. Old as the history of man and looking it with a pale and wrinkled skin. Gaunt. Mostly bald; the bony headlands covered only here and there with the original thatch of stunted black pine. But the mountains come down steep from a sky of the softest, intensest blue; they shove into water colored like the breast of a peacock. Then all along the shore a fringe of tropical dark green spangled with villas, gleaming hotels, and little old cities. Some of which—those little old cities—once as important in the March of Time as Rome and Berlin or Madrid are today.

CANNES, where Mrs. Simpson is—that's just modern, as a city. Nothing but a fishing-village until some fifty or sixty years ago. When the sporting Lord Brougham discovered it—in mid-winter—while suffering from a beastly cold. Cannes has been ultra-English and just a bit snobbish ever since. But just off Cannes are a couple of islands with a history so old no one knows the beginning. "Lerinae Insulae," the old Romans called them; and the lies de Lerins they remain. Fought for bloodily and held, off and on, by Greeks, Phoenicians, Ligurians, Genoese, Barbary pirates, and others, besides the Romans. Two small islands; one called St. Honorat, because that saint founded a monastery there away back in the Fourth Century—it's still occupied; and the other, Ste. Marguerite, where there's a big old fortress built by Richelieu. It was in this fortress Louis XIV for a long time kept that mysterious prisoner of his, the Man in the Iron Mask. (You can look him up, if you care to, in "The Vicomte de Bragelonne," by Dumas.)

THEN, just back from Cannes and Nice and Monte Carlo, a dozen or a score of towns, or the ruins of them, old as Jericho. Each one a fortress in its day, with castles and battlements. Most of them on hills so steep their only access was by dizzy switch-back trails, as narrow and stiff as a staircase. We used to wonder how they ever hauled all the rock up trails like these to build their massive walls. Well, they didn't. These old castles and walled cities were just ant-heaps, so to speak. The building-stone all came from the deep insides of the mountain itself right underneath—subterranean quarries that became vast store-rooms, mile-long tunnels with secret exits, useful wells, or dandy dungeons to keep your enemy in. Hence the catacombs of many an ancient city.

BUT what we started to say. How all this beauty and historic interest has been made a hell of by hate and fear. Down through the ages. Each age leaving an added sediment, so to speak—of blood-lust, and other lusts, of cringing cowardice and treachery; of brutality, greed, sorrow, mockery, despair. When we lived over there, a few years ago, the place was overrun, for example, by Russians and Italians. The Russians had fled from Communists. The Italians had fled

OUTSTANDING EVENTS IN SIERRA MADRE DURING 1936 TOLD IN HEADLINES OF THE NEWS

JANUARY: Sierra Madre Sends Beautiful Girls, Wonderful Horse and Wistaria Decked Float to 1936 Rose Tournament. Council Re-named Central Avenue Sierra Madre Blvd. Sierra Madre Issues Call for County Wide Tax Equalization Conference. John H. Osgood, son of one of City's Founders, Dies. Arcadia Plans to Annex Sierra Madre's "Front Door" Ranchland fronting on Foothill Boulevard.

February: Miss Thomasella H. Graham's Estate Takes First Prize in National Yard and Garden Contest. Convict F. B. Green of 1932 Bank Robbery. David E. Liscomb Killed when Car Goes Over Cliff on Vista Circle Drive. Santa Anita Road?

March: Fight Over Arcadia Annexation Looms. 1936 Wistaria Fete Opens. First Congregational Church Celebrates 50th Anniversary. Spring Baseball Gets Under Way.

April: Preston Schwartz, John Froehlich, Waverly E. Pratt and Carlton Pegler Re-elected. Reavis Voted 4th Term as Mayor by Council. W. E. Farman, Founder of City's Phone System, Dies.

May: Bond Issue, Sinclair, Merriam and Townsend Plan Jolted by Sierra Madre Voters. Annual Bethany Church Bible Conference Opens. Jack Brain, Baseball Figure, Dies. Pet and Hobby Show Huge Success. C. E. Chantry, Pioneer and Pack Train Owner, Dies.

June: M. A. Hawks, Civil War Veteran, Dies. C. Lewis Elected New Head of Sierra Madre Savings Bank. \$65,000 in Bonus Money Goes to Veterans Here. Sierra Madre Ave. Re-named Michilinda Blvd.

July: Mrs. Alice D. Hansen Hangs Self in Pasadena Jail. August: Building Permits Pass \$100,000 Mark. Announce Plans for City's 1937 Rose Parade Float. "Lucky" Ball, Former Proprietor of Sierra Madre Hotel Dies.

September: W. S. Bovard Dies. Mrs. Fannie Thompson Who Came West As Girl in Covered Wagon, Dies. Capt. C. N. Barker Dies.

October: City Votes Evelyn Solury Most Popular Girl. November: City Swept from G.O.P. Moorings by Roosevelt Hurricane. Building Permits Near \$200,000 Total. William Lees Resigns Council Seat and is Appointed City Building Inspector. Thomas Miller Elected to Council as Successor to Lees.

December: Mrs. W. J. Lawless Buys Scenic Point. Ellen Coll Barker Resigns As School Nurse and is Wed to San Juan Capistrano Before Leaving For New York. Dr. Gilbert S. Bovard Dies. Miss Martha Sharp Selected as "The Lady of the Lake" to Ride in the Sierra Madre Entry in the Rose Tournament. She will be accompanied by Selwyn Myers. County Announces \$5,000,000 Flood Control Project in Sierra Madre-Arcadia Area. County Also Approves Plans for East and West Extension of Orange Grove Avenue, Sierra Madre Boulevard and Grand View Avenues.

from Fascisti. They brought their own hates and fears along. Now this latest invasion. With similar unholy cargo. From Spain. It's enough to make you shiver. With Judgment Day so near. But...

SO it would be with Sierra Madre—good Lord deliver us!—if those hills of ours were the Riviera Alps. You can think of that too as you walk up Baldwin avenue. With your eyes on the mountains. Ours. So free from ruins. So clean. So untouched by war. So like what they must have been when the first American himself looked up at them. With some strange feeling in his heart perhaps. Medicine hills! Lo, heap big Medicine! In their presence, fear, hate—like a puff of smoke these are gone!

LET'S keep them that way. Sacred, sort of. And while we're swearing off, this New Year's Day, let's swear off these old evils first of all. No more hate. No more fear. The mountains witness. To the end of each time, every day, we lift up our hearts to them, we'll renew the pledge and love our neighbor as ourself.

ALMANAC



"Don't bite until you know whether it is bread or stone."

- JANUARY
- 1—Cuba comes under sovereignty of United States, 1899.
 - 2—Trial of Bruno Hauptmann for murder of Lindbergh child begun, 1935.
 - 3—First postal savings banks established in United States, 1911.
 - 4—Manufacture of silk introduced into Europe, 556.
 - 5—Capt. John Smith of Jamestown colony captured by Indians, 1608.
 - 6—Benjamin Franklin, American patriot, born at Boston, 1706.
 - 7—United States holds first national election, 1789.

Gaddin' Around with BILL PEET

ONLY 30 minutes via automobile from the orchard where I picked sun kissed oranges to chucking snowballs into Lake Arrowhead, is one record I hold and one I shall always brag about.

Saturday afternoon as guest of our editor and accompanied by an old time Sierra Madren, also a young lady from the middle west who is in California for the first time, the trip was made from this city with Lake Arrowhead as our destination.

We paused briefly at the Arrowhead Springs hotel where orange trees were in full fruit and about ready for picking. Then up into the San Bernardino mountains over a wide winding road to the famous lake resort, where the ground was covered with a layer of snow, the air frosty and a veritable fairland unfolded. What an experience. From orange groves and flowers to snow in 30 minutes... my vocabulary is much too limited to describe what I saw as we mounted higher and higher, peering down on peaks of lower mountain ranges... the towns below where streets looked like black lead pencil marks... what a trip, what a trip!

"You haven't seen anything yet," the editor remarked. He may be right, but if I ever see another I will always claim that record from oranges to snowballs in 30 minutes.

The race track epidemic hit Sierra Madrens smack in the face when Santa Anita inaugurated its third renewal as the meeting opened on Christmas day... and the crowd was a typical race track throng, and withal, orderly. There were many interesting sidelights. Here's one.

Three well dressed women stepped up to one of the combination hot dog stand and bar. Close by was a big card board box where customers deposited their paper napkins plentifully daubed with mustard—you know the kind in which hot dogs are wrapped as they are handed out. The box was full to the top with discarded napkins. One of the women wearing a handsome black broadcloth coat, was just a bit unsteady and accidentally backed into the big box, lost her balance and folded up like a jackknife into the box where she was partly buried in mustard tinted napkins... the other girls rushed to her rescue... "Let me alone," she pleaded, "it's the first time I have had a chance to sit down today"... but they yanked her out and you should have seen her broadcloth coat, spotted with mustard... she looked like a leopard.

It was a great opening day and according to reports broke all previous records, both for attendance on opening day and in opening day betting.

At the races and among the celebrities was Al Johnson... you all know Al. He sat next to M. S. Barrett of Sierra Madre, they are old friends... Barrett pulled out of his pocket the red and green Xmas edition of THE NEWS.

"What's that, a new form chart?" Johnson inquired. "No, it's my hometown paper," answered Barrett, whereupon Johnson insisted upon looking it over. Then he put it in his pocket, remarking, "Say, that's a real newspaper... I want to read more of it when I get home." Barrett tells this story himself so it must be true.

Local merchants are looking forward to a good business year judging by the volume of business transacted during the two weeks preceding Christmas, claiming that Sierra Madrens spent more money at home in December, 1936, than any similar month during the past six years. That's a fair barometer and THE NEWS fervently hopes these predictions will be fulfilled.

"Hope eternal" is the name of a race horse I saw near Santa Anita. What an appropriate name? With a strong appeal to sentimental bettors—and consistent losers who just keep on feeding the bookies.

TOWN PICKUPS

LOYD E. TIERNAN, former Barstow newspaper publisher, was a Sunday visitor. He's a regular two fisted guy and has many friends here... As we go to press Sierra Madre's float will be ready for the finishing touches. It's going to attract plenty of attention... The Foothill Bookshop has a mighty attractive window display for the Yuletide season... New Year's resolutions are in order, just dust off the old ones again and get going... they will soon be broken... The boys are waxing a bit excited over the Rose Bowl football game tomorrow. University of Pittsburgh Panthers and the Washington Huskies... It is just possible that Pitt may cross up the experts and win. At any rate Sierra Madre will be well represented in the bowl... Did you know that Tom Solury, proprietor of



GOVERNOR FRANK F. MERIAM says that "because of the influx of indigent transients, California has more orphans than any other state in the Union."

The State real estate department will be licensed nearly 32,000 brokers and salesmen when this year ends, the highest yearly total since 1931, according to figures compiled by Commissioner J. Mortimer Clark for the California Real Estate magazine. Up to December 1, a total of 15,327 men and women had been certificated as brokers and 16,164 as salesmen and saleswomen, a recovery of business and consequent increased demand for real estate being held responsible for the great increase in registrations.

If all the freight cars and motive power units ordered in 1936 by the Southern Pacific and the Pacific Fruit Express, in which it owns a one-half interest, were placed end to end, they would make up a train 109 miles long. The train would consist of 12,525 new freight cars of various types and 46 new locomotives with a combined pull of 253,000 horsepower, according to J. H. Dyer, vice-president in charge of operations for the railroad.

El Monte, the hamlet which figured so often and vitally in the affairs of early Los Angeles, did not get its name from the adjacent mountains. El Monte means "the wooded place." The area, which was the first explored by the first pioneers was surrounded by dense willow groves, according to research workers preparing the Guide to California. Old records show El Monte to be the oldest American settlement in Los Angeles county. El Monte was the end of the old Santa Fe Trail. The first ox-cart pioneers arrived in 1852.

Just what the tourist industry means to Southern California was revealed in the annual statement of the All-Year Club yesterday which showed that tourists during 1936 spent \$188,891,139 in the ten southern counties of the State. This total represents a gain of \$33,127,737 over last year, when travellers poured \$155,763,402 into Southern California coffers, according to Don Thomas, managing director of the club, which is a non-profit tourist bureau, operated for the benefit of Southern California.

HORSE OWNERS, JOCKEYS AND HANDLERS FILL ALL AVAILABLE SIERRA MADRE HOUSES

Reflecting Santa Anita Park's record-breaking 1936-37 season, Sierra Madre's race-track contingent this year is larger than ever before, with real estate agents reporting they could fill many more houses if they were available.

Among the visitors who arrived here during and just preceding the Christmas holidays and many of whom were quartered in Canyon Park by Miss Laura E. Cadmus, are:

Mr. and Mrs. C. J. Colman, 660 Holly Trail Path. Coleman is connected with the Meadowbrook Stables. Mr. and Mrs. W. F. Morrissey, 675 Brookside Lane. Morrissey is an exercise rider for the John Loftus Stables. Mr. and Mrs. Owen Webster and Mr. and Mrs. Howard Brundage, 850 Woodland Drive. Webster rides for J. G. Long, Mr. and Mrs. C. E. Wittingham, 651 Woodland Drive. Wittingham is with the L. Copenhaver outfit. Mr. and Mrs. C. J. Willingham, 586 Woodland Drive. Willingham is a stable agent at Santa Anita Park. Mr. and Mrs. C. R. Houck, Vista del Valle Apartments. Houck is a member of the office staff at Santa Anita Park. Mr. and Mrs. J. H. Tapley, 570 Wood-

the store bearing his name, hailed from Waterbury Connecticut?... Yes and there are quite a few Connecticut Yankees in Sierra Madre... Pin a rose on J. S. Billheimer, manager of the Sierra Madre Lumber Co. He not only made a cash contribution to the float committee, but graciously offered his big truck upon which "The Lady of the Lake" will ride in the Rose Tournament... It is reported that Pat West was recently invited to a duck dinner, did not have to bring along the duck, but ate two whole ducks without batting an eye... By this time you know the name of the young lady who will be queen of the Sierra Madre float. Isn't she a honey? The Junior Woman's Club is to be congratulated on its good judgment and broad mindedness. "The Lady of the Lake" sparkles with personality... She and the boy will make a real hit along the parade route or I miss my guess... Theon Wright, manager of the United Press bureau in Los Angeles called on friends Saturday at THE NEWS. He was on his way to the races and very much impressed with our friendly little city... To all of our friends and readers, this column wishes you a HAPPY NEW YEAR.

ADIOS—See you all next year... next week. land Drive. Tapley is an ex-

Ray Ingels, State director, Motor Vehicles, says "other states consider the trailer a passing fad, but it is a growing problem in California."

Beer and wine taxes for November in California reached a total of \$151,878.29, again exceeding those of the corresponding month in the preceding year by 7.3 per cent.

Resuming the upward trend broken in October for the first time since March, 1935, California gasoline taxes for November amounted to \$4,088,512.25, surpassing assessments for November 1935, by \$41,095.61, according to the State Board of Equalization. Taxable distributions of gasoline during November exceeded by 14,851,705.4 gallons those of the corresponding month of 1935.

J. B. Duffy, assistant passenger traffic manager of the Santa Fe Railway, yesterday announced a new fast train between Los Angeles and Chicago appealing directly to tourist and chair car travelers beginning January 13.

Made up entirely of tourist sleepers and reclining chair car equipment, with pillow service and air-conditioned throughout, the new train will include dining car service with economy meals. With only the Chief and Super-Chief giving faster travel time between Los Angeles and Chicago, the new Santa Fe train will make the trip in 58 hours and 35 minutes. It will leave Los Angeles at 7:05 p.m. daily and is scheduled to arrive in Chicago the third morning at 7:40 a.m.

Consumption of gasoline in the United States last year mounted to more than 18 billion gallons out of a world total of more than 26 billion gallons, according to figures received by the Commerce Department. This total for the United States represented an annual usage per vehicle of 697 gallons. The huge U.S. consumption is explained by the fact that about two-thirds of all the automobiles in the world are operating on American streets and highways, according to the figures received by the American Automobile Assn. The United States held first rank with 26,211,052 on the basis of last year's registration. This is an average of one vehicle for every five persons; Canada, one to nine; Australia, one to 11; France, one to 20; United Kingdom, one to 23.

Short Life For Chick Long On Legs And Wings

Here's one for Ripley... Take notice Chambers of Commerce everywhere.

A plump old Rhode Island Red mother hen hatched 12 out of 13 eggs yesterday and one of the chicks was a monstrosity, four legs and four wings attached to one body and head. The chick lived exactly half an hour.

This hen story comes from George Schurmann, 50 Morton avenue, Sierra Madre, who raises chickens in a small way, and is backed up by evidence that cannot be refuted. He has placed the chick monstrosity in a glass bottle filled with formaldehyde to preserve it, and brought it into THE NEWS office yesterday to prove his story.

Kids And Kiwanians Have Real Jolly Christmas Party

Over two hundred shouting youngsters trooped into the school auditorium on Tuesday of Christmas week to start off the holiday season with a bang.

It was the Christmas party presented each year for the city's boys and girls by the Sierra Madre Kiwanis Club.

High light of the afternoon's entertainment was a series of eye-opening magic acts by William Lauren, editor of "Genii," hobby magazine of Pacific Coast magicians.

On the screen the children watched the antics of "Puss in Boots," in a full feature-length movie. The program also included a cartoon comedy.

Climaxing the show, Santa Claus appeared in person and distributed apples, oranges and candy to the youngsters.

Members of the Kiwanis Club in the audience had as much fun as the boys and girls and, like their youthful guests, went home with the firm conviction that Christmas time is just about the best time of the year ever.

Masons Join In Installing New Officers

Sierra Madre And Arcadia Lodges Will Meet Together On Wednesday

Joint public installation of new officers of the Sierra Madre and Arcadia Masonic Lodges will be held next Wednesday at the Masonic temple here, it was announced yesterday.

Leslie M. Renaker, inspector of the 93rd Masonic district, will act as installing officer. The program will include vocal and instrumental music.

The new officers of the Sierra Madre Lodge include Harold H. McMillan, worshipful master; Howard Miller, senior warden; Benjamin Stinman, junior warden; Rudolph R. Hartman, treasurer, and Thomas Schwartz, secretary.

A Good Resolution

Resolve now that when you need printing you'll consult THE NEWS printery with the certainty of getting quality work, promptly and at reasonable prices.

BIRTHDAY GREETINGS...

THE NEWS extends its best wishes this week to the following Sierra Madrens, whose birthdays are indicated.

| | |
|---------------------|--------|
| Y. Ishiwata | Jan. 2 |
| Wm. B. McGrath | Jan. 3 |
| Robert Croan | Jan. 3 |
| Annie Grippi | Jan. 3 |
| Mrs. R. S. Jensen | Jan. 3 |
| A. E. Pulling | Jan. 4 |
| Robert M. Hicks | Jan. 6 |
| Owen Kiggins | Jan. 6 |
| Mrs. Nancy Beuhling | Jan. 7 |
| Mrs. H. S. Dowding | Jan. 7 |
| Henry W. Coit | Jan. 7 |
| Mrs. D. Gones | Jan. 8 |
| Mrs. Leon Keltz | Jan. 8 |
| R. R. Hartman, Jr. | Jan. 8 |

Business and Professional Directory

| | |
|---|---|
| <p>Attorneys</p> <p>M. A. WOODWARD ATTORNEY AT LAW 99 Suffolk Ave., Sierra Madre Office Hours 9-12 A.M. Phone 72, Sierra Madre</p> <p>Robert Mitchell Attorney-at-Law Merritt Jones Hotel, Ocean Park Calif., Phone Santa Monica 63145</p> <p>Dentists</p> <p>Dr. J. L. Woehler X-RAY - DENTIST 31 South Baldwin Avenue (next to Post Office) Telephone 45 Evenings by Appointment</p> <p>Dr. Thos. Warden DENTIST Hours 8:30 to 12; 1:30 to 5 Telephone 188-1, 522 W. Sierra Madre Blvd. Office Closed on Fridays</p> <p>Physicians and Surgeons</p> <p>Geo. W. Groth, M.D. 94 N. BALDWIN Phone 20</p> <p>M. H. A. Peterson, M.D. Physician & Surgeon Office, 65 E. Sierra Madre Blvd. Phone 60—Residence Phone 78 Hours 2 to 4 p.m. Daily except Saturday and Sunday and by appointment</p> <p>WISHING YOU A Merry Christmas and Happy New Year Prof. Ivan Karaloff INSTRUCTION</p> <p>NATURE'S HARP & HARMONY STUDIO MISS YVONNE BLACK 481 Woodland Drive Harps Rented Reasonable Hours: Wed. and Sat. P.M. or Special Appointments</p> <p>Electrical Service WIRING, REPAIRING Thermador Air Heating and Water Heaters Refrigeration</p> <p>EBER THOMAS 62 West Sierra Madre Blvd. — Phone 348-2</p> | <p>Osteopaths</p> <p>DR. MARY GROTH OSTEOPATH PHYSICIAN & SURGEON 144 E. Highland Ave. For Appointment Phone 285-1</p> <p>Dr. C. L. T. Herbert. Osteopath Office in Patio S. M. Hotel TELEPHONE 57 Residence Phone 215-1</p> <p>Eye, Ear, Nose, Throat</p> <p>Established 1907</p> <p>William G. Barks, Opt. D. Optometric Eye Sight Specialist 509 S. Myrtle Ave., Phone 178 Monrovia, California</p> <p>Plumbing</p> <p>and SHEET METAL SIERRA MADRE HARDWARE CO. 31. W. Sierra Madre Blvd. Telephone 98 Night: Phone 299-4</p> <p>Undertakers</p> <p>GRANT Funeral Parlors 201 W. Sierra Madre Blvd. Telephone 93</p> <p>Telephone Rent Paid?</p> <p>DISCOUNT IF PAID BY 20th Office Hours: 8 a.m. to 5 p.m.</p> <p>The NEWS prints the NEWS while it is news and prints it first!</p> <p>Authorized Norge Sales and Service Ranges and Appliances Air Conditioning</p> <p>M. L. BOWMAN — Phone 348-2</p> |
|---|---|

Lights To Glow Until Friday Night In Christmas Lane

Lights on Altadena's world-famous mile of deodars flashed on at 6 p.m. Christmas Eve, inaugurating a week of spectacle which will see literally hundreds of thousands of wide-eyed sight-seers motoring in a steady stream down the mile long Santa Rosa avenue—“Christmas Tree Lane”—each evening until midnight.

The trees will be lighted for the last time this season on New Year's night, a fitting climax to a day which will witness the Tournament of Roses Parade and the East-West Rose Bowl football classic.



Wistaria Beauty Shoppe

38 N. Baldwin, Tel. 194-2

The Pines Coffee Shop

AND

Cocktail Lounge

24 Hour Service

Arcadia Drive-In Market

Ye Derby Tavern

Serving Luncheons
Chicken and Steak
Dinners

Catering to Private Parties

Entertainment Saturdays

233 E. HUNTINGTON DRIVE
In Arcadia

Henry's Coffee Shop

45 North Baldwin Avenue

QUALITY FOOD POPULAR PRICES
TURKEY DINNERS SATURDAYS — CHICKEN SUNDAYS

PURBAUGH'S FISH & POULTRY MARKET

Offers the finest selection of LIVE POULTRY at very attractive prices

- TURKEYS • YOUNG ROASTING CHICKENS
- DUCKS • GEESE

We Dress It Free!

Avoid risk! SEE YOUR POULTRY ALIVE

We also carry prepared LUDAFISK

3611 E. Colorado Street, Lamanda Park, Colorado 1633

SANTA ANITA INN



The Rendezvous of Southern California

27 West Huntington Drive, Arcadia

JOIN THE FUN New Year's Eve

Dazzling Flobr Shows

Bob Loring and His Marylanders
(in their swing-time music)

No Cover Charge

No Minimum

Phone 2980 (Arcadia) for Reservations

Registration Of Cars Made Easy For '37

Renewing motor vehicle registration during the 1937 period from January 2 to February 4 will be a comparatively easy task. On postcards mailed to registered owners after Christmas will be stated the assessed valuation and license tax, at the legal rate of \$1.75 per \$100 valuation on each car.

Applicants then will take the postal, the 1936 registration certificate, and \$3 passenger car registration fee and tax amount to the local motor vehicle department office, or an automobile club if a member, and obtain new number plates.

Failure to receive the postcard by the first of the year may mean that State records do not show your present address. In such event, registrants should present their 1936 registration certificates to the local renewal office, where the certificate will be rated according to the State motor vehicle valuation book, the proper fee collected, and 1937 plates issued.

Because the license tax substitutes for personal property taxes, it will not be necessary to have the registration (white) slip validated by the county assessors as in 1936.

Those who fail to renew registration before midnight, February 4, will be required by State law to pay double the registration fee and license tax.

Birdseye New Head Of The Santa Fe's Advertising Dept.

Announcement was made yesterday by W. J. Black, passenger traffic manager of the Santa Fe Railway, of the appointment of Roger W. Birdseye as general advertising manager.

The Santa Fe first employed him as special representative of its advertising department at Santa Fe, N.M., in 1925, to develop general publicity for the Indian detours inaugurated at that time by Fred Harvey and the Santa Fe. His work was gradually broadened to include the preparation of all Santa Fe advertising material.

In October 1933, he was called to Chicago and appointed assistant to the late Carl J. Birchfield, who was then general advertising manager, which position he held until his present appointment.

WHEN MAUDE GETS LEFT

"Doesn't that mule ever kick you?"

"No, Suh, he ain't yet, but he frequently kicks de place where Ah recently was."

Motorists Are Not Always To Blame For Accidents

Blame for automobile accidents, usually placed at the door of the motorists, is sometimes misplaced, according to Ray Ingels, director of the State Motor Vehicle Department, who says that oftentimes pedestrians are responsible for smash-ups.

Last year, Ingels says, there were 9,947 pedestrians involved in traffic accidents and in at least 3,324 of these, pedestrians themselves were directly responsible for the accident.

Carelessness of pedestrians accounted for 928. Five hundred and forty five pedestrians were injured because they became confused in traffic, 236 were struck because their view was obstructed and ninety-seven because they had physical defects.

"Pedestrians pay a heavy price for carelessness," Ingels declared.

All Taxpayers May Receive Refunds On Overpaid Taxes

Possibility that refunds to taxpayers on their 1933-34 tax bills, if granted, will be added to next year's tax bills issued this week, following instructions to the county counsel by the board of supervisors to prepare the necessary legislation for submission to the State legislature at its January session.

The county counsel already has approved the principle underlying the proposed bill, initiated by Charles J. Husband, president and general manager of a Los Angeles tax research organization.

Juniors Of Temple Israel Elect New Set Of Officers

The Junior organization of the Temple Beth Israel met at the Temple Wednesday, December 23, for the first meeting of the year to reorganize and elect new officers. They are as follows: President, Monroe Sirkon; vice-president, Mortimer Brandler; recording secretary, Harriet Ashkenas; corresponding secretary, Dorothy Levinson; treasurer, David Bellive, and social chairman, Miriam Roses.

Plans were discussed at this time for further social activities, two of which are for a skating party to be held in the near future and a house party to be held at the home of Mrs. I. Sirkon, Adams street.

Name Local Woman On Committee For President's Ball

Henry L. Doherty, chairman of the National committee for the President's Birthday Ball, to be held January 30, has invited Mrs. R. O. Calkin to act as general chairman for Sierra Madre.

Proceeds from the ball will be devoted to advance studies of infantile paralysis, 70 per cent going to hospitals in each community and 30 per cent to the Warm Springs Foundation, Ga.

TURKISH BATH

Removes Excess Fat. Increases Blood Circulation

VANCE VIETH

82 N. Los Robles, Phone Colorado 8628, Pasadena

ARCADIA THEATRE

44 East Huntington Drive
ARCADIA

December 31, January 1, 2

Thursday, Friday, Saturday

"MAD HOLIDAY"

with Edmund Lowe, Elissa Landi, Ted Healey

"UNDER YOUR SPELL"

Lawrence Tibbett, Wendy Barrie, Gregory Ratoff, Arthur Teacher

January 3, 4, 5, 6

Sunday, Mon., Tues., Wed.

"THE GREAT ZIEGFELD"

Starring William Powell, Myrna Loy, Louise Rainer

January 7, 8, 9

Thursday, Friday, Saturday

Nino Martini in

"THE GAY DESPERADO"

Selected Short Subjects

"PIGSKIN PARADE"

with Stuart Erwin, Johnny Downs, Arline Judge and Jack Haley

PEET PICKS PITT PANTHERS TO WIN FOOTBALL CLASSIC

By BILL PEET

PITTSBURGH to beat the Washington Huskies. That's my dope on the Rose Bowl game tomorrow.

Los Angeles grid experts Monday made Washington the favorite in the betting quoting odds of 10 to 8. Don't be surprised if the odds are wiped out on the day of the game with both teams starting from scratch or at even.

I took time out last week to call on Dr. Southerland, coach of the Panther and cornered him at his hotel in the foothills near San Bernardino. Although I have known him intimately for many years I could not get a peep out of him so far as the game was concerned.

"Are you going to win?" I quizzed.

"We're going to try, but Washington has a veteran, experienced bunch, while I will be obliged to use many sophomores in my line up. They have a decided edge here, you can't take that away from them."

"I will say this much, my players are in fine physical shape and will give a good account of themselves."

That's as far as the Pitt coach would go.

Southerland then gave me a bit of inside dope that set me thinking.

"I understand that you will take your squad to Pasadena the day before the game. Is that true?" I asked.

"No, we are going to be in Pasadena two days before the game. I want every player to sleep in the same bed twice, for it has been my experience that football players and other athletes do not sleep well in a strange bed the night before a big sporting event in which they are to compete."

With me during my talk with Coach Southerland was an old Pittsburgh friend who saw that terribly one-sided game between the Panthers and U. S. C. not so many years ago when the Trojans cleaned up by a large score.

"I saw that game," my friend remarked, "and after the first half I left the field and heard the last half from a radio in the Biltmore Hotel."

"I wish I could have gone with you."

CHURCHES

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church. The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.

11 a.m.—Sunday Service.

"God" is the subject of the Lesson-Sermon on Sunday in all branches of The Mother Church. The First Church of Christ, Scientist, in Boston, Mass. The Golden Text is from the Psalms: "God is the Lord, which hath showed us light."

8 p.m., Wednesday—Testimonial meeting.

Reading Room open daily, 2-4 p.m. Public cordially invited.

Bethany Church

The Little Stone Church

Rev. Stewart R. Sheriff, Pastor

Sunday—

9:30 a.m.—Bible School.

11:00 a.m.—Morning Worship.

Communion Service. Sermon, "Joshua and Caleb."

6:15 p.m.—Christian Endeavor Societies.

7:30 p.m.—Evening meeting.

Sermon, "The Dangers of a Course of Sin." Special music, the Andrew Family Bell Ringers of El Monte.

Monday—

Our young people have charge of the meeting at the Pasadena Rescue Mission.

Tuesday—

Missionary Society Day, 10:30 a.m.—3 p.m.

Wednesday—

7:30 p.m.—Prayer meeting.

Church of the Ascension

Baldwin and Laurel Avenues

Rev. A. G. B. Bode, Rector

Sunday—

7:30 a.m.—Holy Communion.

9:30—Sunday School.

11 a.m.—Choral Eucharist and Sermon.

Monday—

7:30 p.m.—Annual Parish meeting.

Wednesday—

7:30 a.m.—Holy Communion.

Friday—

7:30 p.m.—New Year Holy Communion.

Congregational

Rev. Arthur O. Pritchard, Pastor

"Opening a New Account" will be the topic of the New Year's sermon by the Pastor. Communion will be celebrated and new members received.

Sunday School at 9:30 a.m.

Young People at 6:30 p.m. when George Ennis of Pasadena will lead a discussion on "The Church and Young People."

On Wednesday at 6:30 a. Church Dinner, followed by the annual meeting at which reports for 1936 will be read and plans for 1937 will be made.

St. Rita's Church

Rev. Hyacinth Clarey, O.P., Pastor

Sunday Masses—6:30, 8:00 and (High Mass) 11 a.m.

Week-day Masses, 6:45 a.m.

Tuesday Evening—Devotions, 7:45 p.m.

Friday—Stations, 7:45 p.m.

you," vouchsafed the tall Scotchman and he smiled broadly, showing that he has a sense of humor.

Pitt is my favorite to win, not for sentimental reasons, but because I believe they will play better and harder football. They are just as big as the Huskies, just as fast and are in deadly earnest. This California invasion is no joy ride for them. They came all the way from Pittsburgh to show Pacific Coast fans that eastern and midwest football is just as good as the Golden State and northwest brand.

I do not believe the Huskies will uncork any touchdown plays via the air route, neither do I figure they will pile up a great amount of yardage through the line or around the ends.

Don't forget, Pitt gave Notre Dame an artistic trouncing this Fall and any eleven able to wallop the Fighting Irish must be better than a good football team.

But no matter what the result, everyone in that famed bowl will see an honest-to-goodness football game.

Avocado Growers Of This District To Elect Director

Avocado marketing will be discussed in interesting detail at the annual meetings of local districts' grower-members of the Calavo Growers of California, it is announced here today. Local growers meet at 10 a.m. Thursday, January 5 at the Glendora Chamber of Commerce.

The marketing discussion will follow the local growers' election of a district director who will represent this area on the 1937 directors of the industry's marketing cooperative.

GAS CO. EMPLOYEES GET BIG XMAS BIRDS

Reviving a Christmas custom of several years ago, the Southern Counties Gas Company gave each of its employees a fourteen pound turkey for the holiday season, it was announced by Justin M. Kennedy, local manager for the company in this territory.

The birds, which are being supplied by a local market, were delivered to the employees and their families in time for Christmas.

Christian Holiness Mission

4 No. Baldwin Avenue

Rev. Mrs. Velma Lessley, Pastor

Sunday School, 10 a.m.

Morning Worship, 11 a.m.

Sunday Evangelistic Service, 7:30 p.m.

Thursday, 7:30 p.m., mid-week prayer meeting.

4 Square Church

191 Sierra Madre Blvd.

Rev. John F. Bernick, Pastor-Evangelist

Tuesdays, Fridays—

Prayer meeting at 7:30 p.m.

Wednesdays—

City sisters prayer meeting 12:30 p.m. and the Commissary is open to the poor until 4 p.m.

Saturdays—

Children's church at 2:30 p.m.

Sundays—

Sunday school at 9:45 a.m.; morning worship 11 a.m.; Prayer meeting 6 p.m.; Young people in Crusader Chapel, 6:30 p.m.; Evangelistic service, 7:30 p.m.

Happy Family Church

Sunday—

10 a.m.—Sunday School.

11 a.m.—Morning Worship.

7:30 p.m.—Evangelistic Service.

Here's to 1937

Cocktails

Mixed Drinks

Acme Beer on Tap

Tasty sandwiches the way you like 'em.

WISTARIA GRILL

80 West Sierra Madre Blvd.

(Opposite City Hall)

Adam Hauck, Prop.

Proceeds Of Dance Make Many Happy Families Here

Eighty-five Sierra Madre boys and girls had a "bigger and better" Christmas this year, thanks to the volunteer fire department. A total of four truckloads of toys were distributed by Santa's blue-coated helpers this Christmas, more than at any previous Yuletide holiday.

In addition, 121 baskets containing Christmas dinners were delivered to needy families.

The city's youngsters — and their parents — won't soon forget the firemen's festive Christmas Eve party at the city park which wound up the day of toy and dinner deliveries.

Five hundred stockings filled with toys and goodies were handed out to the laughing, shouting kiddies gathered around the blazing Christmas tree.

CHAPTER AND VERSE

"My wife has the worst memory I ever heard of."

"Forgets everything, eh?"

"No; remembers everything."

Monrovia Monumental Works

High Class Monumental Work in all its branches

Frances Brain, Sierra Madre Representative, Phone 3384

Funeral Flowers

Sprays \$1 up

Ward Nursery & Florist

Mt. Trail & Laurel—Tel. 1614

Members of Florist Telegraph Delivery Association

THE CHALK CIRCLE AT THE PLAYHOUSE

A Chinese sandal will grace the foot of the Pasadena Community Playhouse as it takes the first step into 1937.

"The Chalk Circle," spectacular comedy of China, will be the play offering, December 28th to January 9th, which will bridge the gap between the old year and the new.

Based on a Chinese legend which has survived since the 13th Century, "The Chalk Circle" counts laughter and pageantry as its most important ingredients. The circle is actually a ring of destiny which has long served for truthfulness among the Chinese. "A Christmas Carol," by Charles Dickens, completes its Yuletide run at the Playhouse on Saturday, December 26.

Cash Loans

Borrow on your auto or furniture

Examples of our plan:

You Receive You Pay

\$ 50. . . \$ 8.10 for 8 months

75. . . 8.13 for 12 months

100. . . 10.32 for 12 months

150. . . 10.25 for 20 months

500. . . 32.08 for 20 months

Loans also on salary, co-signers, equipment and real estate

Courteous, Confidential, Quick

Southern Finance Service

122 S. Myrtle Monrovia

Phone 94

NOTICE TO HOUSE HOLDERS

Xmas Postal Business Up 35 Per Cent

Local Office Required 11 Extra Employees To Handle Increased Volume

Christmas packages and letters this year brought better times to the post office to the tune of nearly \$800, Postmaster R. O. Caukin announced yesterday. The increased volume of mail was interpreted as indicating improved business conditions generally.

Up to Christmas Day, postal receipts this year totaled \$3049.26, a 35 per cent increase over last December's figure of \$2254.76.

Extra pouches and sacks received during the Yuletide rush this year came to 518, as against 469 for the 1935 season.

Extra pouches and sacks dispatched during the 1936 rush totaled 278, as compared to 245 a year ago.

Eleven extra employees were hired during the holidays.

Senator Will Eat 50-Gallon Hat If Pitt Fails In Rose Bowl

If Pittsburgh loses to Washington U. in the Rose Bowl New Year's Day, U.S. Senator James J. Davis of Pennsylvania, will have a special New Year's night menu. It will be a 50-gallon hat. The colorful solon vows he'll down the over-sized sombrero if the Panthers fail to take the Huskies in the impending East-West grid classic. Senator Davis is here on a business trip and will remain over for the Rose Tournament and the Rose Bowl game.

PRIZES OFFERED ART STUDENTS FOR POSTER

With the night of January 30th set for the colorful "La Fiesta de las Artes," the brilliant artists ball to be held at the Hotel Vista del Arroyo, a poster contest will be held among the leading art schools of the Southland for the purpose of selecting a poster to portray the early-California spirit of this event.

Three prizes will be awarded, \$15, \$10, and \$5.

Famed Horses Gallop In New Years Races

Twenty Noted Steeds Entered For The Feature Go Of Many Promising Events

To the sweet music of thudding hooves 1937 makes its bow on Friday at Santa Anita Park with the third annual running of the \$5000 added New Year's Stakes with many of the country's great thoroughbreds, including Giant Killer, Seabiscuit and Special Agent among the entries.

Headed by Goldeneye, winner of the Christmas Day Stakes, Friday's big race will feature no less than 20 such outstanding thoroughbreds. They are Goldeneye and his stablemate, Ann O'Riley; Accolade, Stablin, Stand Pat, Tempestuous, which had its first test at Santa Anita Tuesday; Seabiscuit, scratched Christmas Day; Special Agent, also declared in the opener; Ariel Cross, third to Goldeneye; Howard, Sarada, Sangreal, second in the Christmas, Giant Killer, Doran, Moon Side, Sobriety, Galen Mac, Pundit, Bright Plumage, and Piccolo.

Designated in honor of the Tournament of Roses, Friday's card includes the Pasadena Purse, the Tournament of Roses handicap, the Rose Bowl handicap and the feature, the \$5000 added New Year's Stakes.

The Santa Margarita at six furlongs, \$3500, added, tops the program for Saturday when thousands of football enthusiasts attracted to the East vs. West football classic will be at the track. There will be an event named in honor of both Washington and Pittsburgh, with additional events in the name of Mt. Wilson and Arcadia.

Last of the "big shots" for the \$100,000 Santa Anita handicap, unless Bold Venture is shipped out, will arrive Saturday when the Walter Jeffords string, including Firethorn and nine others, is unloaded.

COMPLETE

From a want ad in an exchange:
"Front room, suitable for two ladies, use of kitchen, or two gentlemen."



Yew Gardens Nursery

428 N. Lima street •
Phone 2141 Sierra Madre
Frank E. Rawlings
Harvey D. Wright

POLICE AND FIREMAN GO BIRD HUNTING WITH HOSE AND AIR GUN BUT THEIR LUCK WAS BAD

Joe Swanson and Chief of Police G. G. McMillan went bird-hunting the other day—but they didn't do so well.

The gardener at the M. Penn Phillips estate phoned the station and asked for someone to help him get a parrot down out of a eucalyptus tree.

Responding with the ladder truck, McMillan and Swanson first tried dislodging the bird by turning the fire hose on it. This didn't work, so the chief hustled back, got one of the department's confiscated air-guns, rushed into the Sierra Madre Hardware

Co. for some shot and then returned to the scene of action.

In the meantime Swanson was doing a little solo work with the fire hose, the net result of which was to force the bird higher up in the tree.

"And," Swanson asserts, "he actually croaked: Polly wants a raincoat!"

The air gun didn't work either, so with darkness coming on, they gave up in disgust.

The next day Phillips had to call a professional pole climber to get the bird down.

Storm Leaves City Unscathed With 4.15 Inches Of Rainfall

While causing damage estimated at several hundred thousand throughout the Southland, the week-end storm left Sierra Madre practically unscathed, drainage systems and spreading grounds proving adequate to take care of the heavy strain of flood waters.

A total of 4.15 inches of water fell during the storm, increasing the season's total to 11.62 inches, compared to 1.97 inches for last year at this time.

Resulting in the 30-inch gate at the Sierra Madre Canyon dam running a full stream, the storm runoff filled the city's settling basins to provide a welcome addition to the underground water supply for next summer.

It was necessary to pump out one basement here.

The new curbs on East Sierra Madre Blvd., kept water from flooding property on the south side of the street, a regular occurrence during storms before the improvement was made.

When the clouds lifted Tuesday morning, the townsfolk found the high ridges of the whole Sierra Madre range blanketed in white for the first time this winter. By noon, however, the sun had cleaned all but the highest peaks.

Arcadia B & L Ass'n Is Approved By The FHA Administration

Announcement of the approval of the Greater Arcadia Building-Loan Association, Arcadia, California, as a qualified mortgagee under the National Housing Act, was made in Washington recently by George E. Palmer, Special Assistant to the Federal Housing Administrator and director of savings, building and loan activities.

"The Greater Arcadia Building-Loan Association is now authorized to make insured home mortgage loans under the Federal Housing Administration plan," said Mr. Palmer. "Its approval enables this thrift and home loan association to lend a higher percentage of the appraised value, and further benefits the home owner by providing for lower monthly amortization payments through lengthening the maturity of the loan up to 20 years."

According to Mr. Palmer, this association was organized in 1927 and has assets of \$233,240. J. E. Roecher is its secretary. The association is a member of the Federal Home Loan Bank System.

Big Boost In County Taxes Forecast By Charities Head

A 12-to 20-cent boost in the county tax rate appears likely if the State legislature adopts a proposed amendment to the old-age security act reducing the age limit from 65 to 60 years, according to Rex Thompson, county superintendent of charities.

If the age limit is lowered, more than 25,000 persons now re-

siding in the county will be entitled to a pension. This would increase the annual cost of old-age pensions by more than \$8,000,000. Of this total, \$4,442,000 would have to be raised by the county during the next year, provided the proposed revision of the security act fails to win approval of the Federal Social Security board. On the other hand, if the amendment is adopted by the State and approved by the Federal government, the county share would be \$2,607,478.

The Altadena Pines

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Wishing You All
A Happy New Year

Regular Dinners Served All Day

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HAPPY NEW YEAR

J. S. BILLHEIMER, Manager
38 East Montecito Phone 23

Season's Greetings

to our many friends

and

Best Wishes

for a Happy and Prosperous

— 1937 —

Sierra Madre Hardware Co.

4 famous MAGAZINES

FRIENDS! We are combining our newspaper with these two great magazine offers, so that you can realize a remarkable cash saving on this year's reading. Either offer permits a choice of four top-notch magazines with our paper and, regardless of your selection, you will say it's a bargain.

The Economy Offer

- THIS NEWSPAPER, 1 Yr. AND 2 Magazines From Group A OR 2 Magazines From Group B
- GROUP-A**
Check 2 magazines thus (X)
- ☐ American Fruit Grower 1 Yr.
 - ☐ Capper's Farmer - 1 Yr.
 - ☐ Household Magazine - 1 Yr.
 - ☐ Needlecraft - 1 Yr.
 - ☐ Successful Farming - 1 Yr.
 - ☐ Woman's World - 1 Yr.
 - ☐ The Country Home - 2 Yr.
 - ☐ Farm Journal - 2 Yr.
 - ☐ Pathfinder - (26 issues)
 - ☐ Breeder's Gazette - 1 Yr.
- GROUP-B**
Check 2 magazines thus (X)
- ☐ American Poultry Journal 1 Yr.
 - ☐ The Country Home - 1 Yr.
 - ☐ Farm Journal - 1 Yr.
 - ☐ Gentlewoman Magazine 1 Yr.
 - ☐ Good Stories - 1 Yr.
 - ☐ Illustrated Mechanics - 1 Yr.
 - ☐ Leghorn World - 1 Yr.
 - ☐ Mother's Home Life - 1 Yr.
 - ☐ Plymouth Rock Monthly 1 Yr.
 - ☐ Rhode Island Red Journal 1 Yr.

The Super-Value Offer

- THIS NEWSPAPER, 1 Yr. AND 2 Magazines From Group 1 OR 2 Magazines From Group 2
- GROUP-1**
Check 2 magazines thus (X)
- ☐ American Boy - 1 Yr.
 - ☐ Better Homes & Gardens 1 Yr.
 - ☐ Christian Herald - 6 Mo.
 - ☐ Flower Grower - 6 Mo.
 - ☐ McCalls Magazine - 1 Yr.
 - ☐ Motion Picture Magazine 1 Yr.
 - ☐ Parents' Magazine - 6 Mo.
 - ☐ Open Road (Boys) - 2 Yr.
 - ☐ Opportunity Magazine - 1 Yr.
 - ☐ Pictorial Review - 1 Yr.
 - ☐ Pathfinder (Weekly) - 1 Yr.
 - ☐ Romantic Stories - 1 Yr.
 - ☐ Screen Play - 1 Yr.
 - ☐ Sports Afield - 1 Yr.
 - ☐ True Confessions - 1 Yr.
 - ☐ Household Magazine - 2 Yr.
 - ☐ Woman's World - 2 Yr.
- GROUP-2**
Check 2 magazines thus (X)
- ☐ American Poultry Journal 1 Yr.
 - ☐ American Fruit Grower 1 Yr.
 - ☐ The Country Home - 1 Yr.
 - ☐ Farm Journal - 1 Yr.
 - ☐ Gentlewoman Magazine 1 Yr.
 - ☐ Good Stories - 1 Yr.
 - ☐ Illustrated Mechanics - 1 Yr.
 - ☐ Household Magazine - 1 Yr.
 - ☐ Leghorn World - 1 Yr.
 - ☐ Mother's Home Life - 1 Yr.
 - ☐ Needlecraft - 1 Yr.
 - ☐ Plymouth Rock Monthly 1 Yr.
 - ☐ Rhode Island Red Journal 1 Yr.
 - ☐ Successful Farming - 1 Yr.
 - ☐ Woman's World - 1 Yr.
 - ☐ Capper's Farmer - 1 Yr.
 - ☐ Breeder's Gazette - 1 Yr.

THIS OFFER FULLY GUARANTEED!

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☐ THE ECONOMY OFFER ☐ THE SUPER VALUE OFFER

I am checking above the four magazines desired with a year's subscription to your newspaper.

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Post Office _____

R.F.D. _____ State _____

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Azalea, Poinsettia, Xmas Cherry, Pomdarius, Ferns, Primrose, St. Paulia, Begonia, Bouvardia, Sansevilla, Kentia Palm

And all kinds of potted plants.

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FOR NEW CARS AND ALL CARS
QUICK STARTING IN WINTER

No Motor Oil at any price can give you more and better lubrication

25c
Motor Oil Unsurpassed
Standard Service Station
Call or Phone
J. Milton Steinberger — Phone 2971

NOTICE OF DIVIDEND PAYMENT

The Board of Directors Has Declared a Dividend for the Period Commencing July 1st, 1936, and Ending December 31st, 1936, at the rate of

4% PER ANNUM

The building up of proper reserves at this time, as suggested by the Federal Home Loan Bank of Los Angeles, makes a continuation of the customary rate advisable.

OFFICERS AND DIRECTORS

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Moderately
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196 E. Colorado
Pasadena

**EASTERN STAR HAS A
GAY XMAS PARTY**

At the first meeting of the organizations fiscal year the local Chapter of Eastern Star Chapter, approximately fifty officers, members and guests were present to enjoy the Christmas party held at the Masonic Temple December 27. Decorations were in keeping with the Christmas season, carrying out the theme "The Star of the East." A tree and the exchange of gifts climaxed the evening of entertainment. Refreshments were served by Mmes. Buelah Davis, Francis Brain, Marie Platte and Edith Mosier.

Be a regular subscriber to the Sierra Madre News—

**Children At
St. Ritas
Get A Thrill**

Tuesday, December 22, was a red letter day for the children of St. Rita's School when the St. Rita Club staged its big Christmas party at the school hall, with a Christmas scene, games, stage show, distribution of presents and stockings.

The party opened with a crib scene by the school children. Those who took part were: Mary Rita Schiltz as the Blessed Virgin Mary and John Joseph Smurda as St. Joseph; the angels: Rita Burns, Consuela Brader, Barbara Colligan, Mary Louise Greivillot, Lucile Hoewel, Camilla Rosa, and Betty Thill; the adorners: Marjorie Bradley, Mary Dunning, Priscilla Gourdeau, Dora Varela, Sylvia Colbert, Ann Davidson, Jutta Haberichter, LeVaun Kennedy, Virginia Lorenzini, Marion Edison, Mace Matthews, Mary Abnet, Josepha Dunning, Elizabeth Fraccaroli, Juanita Nobbs, Mary Armstrong, Rita Bauman, Mary Margaret Blackburn, Sheila Colbert, Patricia Hill, and Patricia West.

Following the crib service the school orchestra played "Listen to the Bells," and "Dance of the Honey Bees." Members of the orchestra are Beverly Abnet, Catherine Colligan, Regina Dunning, Elizabeth Fraccaroli, Juanita Nobbs, Carol Lee Hill, Lois Kennedy, Rosemary Mayers, Joanne Moore, Arden Rudolph, Selma Rudolph, Betty Jean Sivert, Dolores Thill, Paul Bauman, Charles Cochran, Danny Gourdeau, Prosper Greivillot, Lee Hunzecker, Jack Hill, John Lorenzini, Don Carlos Luz, Bobby Mulender, Thomas Reynolds, and Bennet Thill.

Eddie Ranahan, president of the St. Rita Club and master of ceremonies of the party, conducted a series of games. The winners were Josepha Dunning and William E. Rhodes, pie tin race; Raymond Evans and Pablo Garcia, peanut roll; Billy Guardia and Earnest Almallo, hang-up-the Xmas stocking; Sylvia Colbert was the winner of the hidden Xmas bell contest. Following the games the children played for an hour in the fresh air.

At 4 o'clock Prof. Ivan Karaloff, director of the local Academy of the Danse, staged a Christmas Dance Review, a 45-minute show, and the various types of individual and group dances delighted the children and grown-ups. Following is a list of those who took part in the entertainment: Ivan Karaloff, director; Grace Jensen, mistress of ceremonies; Irene Lloyd, Royal Hogan, Betty Stuart, Jacqueline Schoeler, Jeanette Schoeler, Joan Thomas, Betty Jean Askew, Juanita Guillans, Marian Elkington, the three Tallinger sisters—Marydell, Janet, Joyce (from Hollywood); Elizabeth Westbrook, Bobbie Westbrook, Sally de Winstanley, Diana Norris, Donna Norris and Gloria Gonzales.

Following the show Santa Claus was introduced and proceeded to give out presents, and stockings. St. Rita Club members who took an active part in staging the party were Eddie Ranahan, general chairman; Marjorie Bergien, assistant chairman; Connie Mishima and Evelyn Bergien, decoration; Eddie McCloskey, John and Bob Colbert, games; Angie Contreras and Marie Bergien, refreshments, and Art Contreras, Joe McCloskey, George Otte and Natalie Contreras.

**NEW ARMY AND NAVY
STAMPS ARE HERE**

The new 1-cent army and navy stamps, the first of a series of ten stamps honoring United States military and naval figures, are now available at the post-office here. Postmaster R. O. Caukin announced yesterday.

The 1-cent army stamp shows Mt. Vernon flanked by portraits of George Washington and Nathaniel Green. The 1-cent navy stamp shows the Bonhomme Richard and the Lexington, two early-day warships, flanked by portraits of John Paul Jones and John Berry. Both stamps are in green and are special delivery size. The remaining values are announced to appear sometime early in 1937.

"The good they do depends on you." Unused or unpaid for Christmas Seals cannot give your children or your neighbor's protection against tuberculosis.

**METROPOLITAN OPERA PRIMA
DONNAS HAD NOTHING ON US
IN THE GOOD OLD DAYS**

They did things in a big way in Sierra Madre back in 1901, according to a Chicago Tribune account of a concert by the local choral society at the "village hall." The story, brought to the attention of THE NEWS by Miss Isabel M. Jones, music critic of the Los Angeles Times, was written by a Chicago newspaper man who came here in the winter of 1901 for his health.

"Strangers who attended the concert," runs the yellowed newspaper clipping, "declared that our singers have Herr Heinrich Conried's polygot aggregation beaten all to pieces." It seems that Conried was the No. 1 opera impresario of his day. The story continues:

"While the concert was announced for 8 o'clock, as early as 6:30 sundry small boys began to gather at the entrance to the hall. They watched with solemn interest as the postmaster swept out the building, arranged the chairs and lighted the lamps. Then they filed in and occupied the front row of seats until the postmaster drove them all out and locked the door."

Describing the arrival of the audience, the writer says that "almost every one came on foot because these hillside roads are troublesome for a horse after dark. Smart young men in tuxedos acted as ushers and ladies in opera cloaks produced longnettes and scrutinized the stage only ten feet from their noses."

But the show begins. "Rat-tat-tat!" goes the choir master's baton and the chorus rises, the men hopelessly outnumbered—only six of them as against twelve women. The accompanist strikes a few chords and they're off—the sopranos clutching their music in both

hands and staring at the ceiling as if for inspiration, the contraltos looking straight ahead, the tenors lifting their shoulders at the high notes and the basses growing stolidly along as basses always have done since Music, heavenly maid, was young.

"Second number on the program is a comic song. A short, dark man, a stranger in town, vocalizes respecting an Irishman who is 'go' to Philadelphia in the mornin'. We all applaud once more but the relentless concert mistress denies us an encore, however. And so she does when the ladies sing something about 'My Love is Waiting for Me,' or words to that effect.

"Following more solos and concert pieces came Part II of the program, 'Ice Cream and Cake.' Most of the children have been asleep but they wake up at the announcement. There is hurrying to and fro and much polite conversation. A musical sketch in which the choir mistress and the baritone figure winds up the evening and we all light our lanterns and start up the hill.

"Our evening of grand opera is over. We have had a better time than we had heard Meiba. Sembrich, both the De Rezskes and the whole Bayreuth east. Herr Conried need not trouble himself to write for a date at our townhall."

The writer signs himself "C. M." Miss Jones has forgotten his name, but perhaps some old-timer can recall it.

**Building Permit
Demand Continues**

Sierra Madre's 1936 construction parade, now comfortably past the \$190,000 mark, shows little evidence of slowing down because of the Christmas holidays. During the past few days permits have been taken out by A. M. Sivert, garage, 65 West Montecito; Anna Bloom, addition, 268 West Laurel; J. D. Springston, reroof, 257 North Baldwin; George Quittner, addition, 124 Ramona, and John H. George, repairs, 113 West Carter avenue.

Mrs. Lula King, addition 586 Los Rocas; Mrs. Hawthorne, addition, 52 West Sierra Madre Blvd.; Harris, reroof, 660 Alta Vista, and Mrs. Fay, garage, 181 Vista Circle.

**"LOVE BEGINS AT 30" AT
RAYMOND THEATRE**

Headed by a roadshow vaudeville program, the bill for Thursday, Friday and Saturday of this week at the Pasadena Raymond Theatre includes "Love Begins at 30," with Patricia Ellis and Warren Hull, and Jack Holt in "Crash Donovan."

**HAPPY
NEW
YEAR!**

and start the
New Year
with a visit to

**ELLEN'S
BEAUTY
SHOPPE**

TELEPHONE 87
5 Kersting Court
Open Tuesday and Thursday
Evenings Until 9 o'clock



**Hotel
Sierra Madre**
(Special Winter Rates)
Phone 011

READ MR. LEE SHIPPEY'S NEW BOOK

"The Girl Who Wanted Experience"

Mr. Shippey will personally autograph copies of his new book on Saturday afternoon, January 9, 1937, at

THE FOOTHILL BOOKSHOP

22 North Baldwin Telephone 1842
Advance orders being taken—Price \$2.

**JUNIOR MUSIC CLUB HAS
A MUSICAL TEA**

Entertaining at a "musical" tea given at her home, 304 West Sierra Madre Blvd., Tuesday afternoon, Mrs. Edna Croan was hostess to students of her music class, members of the Junior Music Club, they mothers and special friends. Those taking part in the program were, Helen Hoshino, Louise Edwards, Lavon Babbitt, Frances Evans, Donald Fairbanks, Dorothy and Teddy Parmenter, Jessica Hoshino, Dona Stinstrom, Idella Taylor and Lizette and Rudy Annas. A special number on the program was a Christmas number sung by Miss Kathleen Moote.

**ARCADIA OFFERS A
PRIME HOLIDAY BILL**

Opening tomorrow at Gillette's Arcadia Theatre is "Mad Holiday," with Edmund Lowe, Elissa Landi and Ted Healey, and "Under Your Spell," featuring Lawrence Tibbett, Wendy Barrie, Gregory Ratoff and Arthur Treacher.

"The Great Ziegfeld," MGM's roadshow musical, starring William Powell, Myrna Loy and Louise Rainer, opens for a 4-day engagement on Sunday.

Coming Thursday, January 7, is Nino Martini in "The Gay Desperado," with Leo Carrillo and Toby Wing, and "Pigskin Parade," with Stu Erwin, Johnny Downs, Arline Judge and Jack Haley.

**SANTA FE SCHEDULES
NEW SPACE EATER**

By Samuel T. Bledsoe
President, Santa Fe Railway
A general uptrend in both freight and passenger traffic in territory served by the Santa Fe has marked the present year. Various factors have contributed to this. Industries such as building, mining, oil and lumber and manufacturing have become more active.

Prospects for the coming year are favorable... Citrus fruit promises an excellent yield during the winter and spring.

General business is on the upgrade. The Santa Fe is completing a new line from Las Animas, Colo., south to Boise City, Okla., to provide a direct through line from Colorado to Texas and the Gulf. Incidental to this and other improvements, orders have been placed for 155,000 tons of new rail and fastenings.

**HORSE RACING
SANTA ANITA PARK**



DAILY
[Except Sundays and Mondays]

XMAS DAY to MAR. 6

Again the country's fastest thoroughbreds will compete five days a week for the World's richest racing stakes at beautiful Santa Anita Park, Arcadia, where pari-mutuel betting and famous speedsters of the turf furnish plenty of excitement and thrills galore!

**SPECIAL RACE TRAINS DIRECT
TO TRACK FROM LOS ANGELES**

Fast, convenient, comfortable trains will leave Sixth and Main Street terminal each racing day direct to the track at frequent intervals to meet traffic requirements.

**Pasadena
TOURNAMENT
OF ROSES**

Washington vs Pittsburgh
FOOTBALL GAME

New Year's Day

**Ride the
BIG RED CARS**

H. O. MARLER
Passenger Traffic Mgr.
Los Angeles

PACIFIC ELECTRIC RAILWAY

| THORNTON-CARLSON | | |
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| Makers of Good CANDY | | |
| Many special holiday packages, chocolates, ribbon candy, brittles, hard candy, toffee, etc. | 3229 E. Foothill Blvd., Wa. 8366 1410 W. Colorado St. WA. 6637 901 E. Valley Blvd., Ath. 8468 (One block east of San Gabriel Blvd.) | Chocolates "Imperfect Dips" 30 cents pound |

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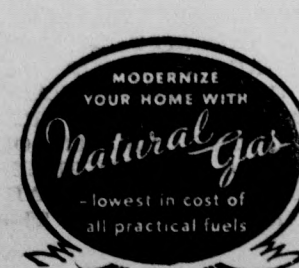
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**YOUR
GAS DOLLAR—
One of the biggest values in your budget**

Consider the unequalled service you get from your gas dollar. A single penny buys all the gas to heat water for a bath and shave—or to cook an average family's meal. And you have whatever cooking temperature you need, quickly.

Consider this special help when you cook vegetables! To save the vitamins and preserve full flavor, you might wish to use a small amount of water, with the heat kept so low that this water won't boil away. Gas alone gives you instantly just the right degree of heat that's needed.

Take advantage of the great value of natural gas, with new equipment. See the latest gas ranges and other gas-fueled appliances, at your dealer's or your gas company.



FREE COOKBOOK
TUNE IN THE *Mystery Chef* NBC PROGRAM
KFI 10:00 A.M. TUESDAYS AND SATURDAYS

**SOUTHERN COUNTIES
GAS COMPANY**

Holiday Spirit, Joy, Happiness, Rampant Here

(Continued from Page One)

Mr. and Mrs. L. K. Layton were hosts Christmas Day to 12 guests at their home, 584 Sturtevant Drive. Those attending were Mr. and Mrs. Fred Schreier and son Jack of Bakersfield; Mr. and Mrs. Rex Parks and son, Charles and Mr. and Mrs. S. Munch of Los Angeles; and Miss Belle Marsh and Wiley Marsh of Chico.

A family dinner will be enjoyed New Year's Day at the home of Mr. and Mrs. Harry Lange, 154 East Sierra Madre Blvd. Included in the party will be Mr. and Mrs. W. W. Barnard and son, Junior; Mrs. Mayne Lange; and C. B. Helling of Long Beach, and Mr. and Mrs. John Broadgate of Milford, Iowa.

Christmas dinner guests at the home of Mr. and Mrs. E. E. Trimbel, 658 Mariposa avenue, included Ernest Trimbel and Mrs. Myrtle Wilkins of Long Beach; Mr. and Mrs. F. A. Collette and daughter Myra of Altadena; Mr. and Mrs. Lovell Trimbel and Mrs. Gertrude Harris of Pasadena.

Mr. and Mrs. Irving Ward entertained Christmas Day with a dinner party at their home, 109 East Grand View avenue. Guests were Mrs. Ward's mother, Mrs. Mary Nichols of Sierra Madre; Mr. and Mrs. Murto McVivor and Mr. and Mrs. Ed Heidrich and daughters, Constance and Beatrice of Los Angeles; and Mr. and Mrs. Ralph Russell of Sierra Madre.

Christmas holidays at the home of Mrs. Lillian Clark Young, 261 Adams street, have been very happy and enjoyable. Christmas Eve Mrs. Young and her two sons, Jack of Beverly Hills, and Carl trimmed the tree. At midnight a delicious buffet supper was served to a group of friends. Christmas morning gifts were exchanged and at 1 o'clock Christmas Day, Mrs. Young was hostess to eight invited guests at dinner. Those present were Jack Young and Jean Parker, of Hollywood; George Kennedy and Ann Brunner of Los Angeles; Carl Young and Agnes McClellan of Sierra Madre; Dr. Peter Werner of Chicago, who is visiting here during the holidays; and Mrs. Lillian Clark Young. Following the dinner the party enjoyed the opening day at the Santa Anita races.



GREETINGS

HAPPY NEW YEAR

Norris Grocery
331 W. Sierra Madre Blvd.
Phone 12



Thursday, Friday, Saturday

"Love Begins at Twenty"

with Patricia Ellis and
Warren Hull

"Crash Donovan"

Starring Jack Holt

Road show Vaudeville

Country store and

Keno Night

Firemen Thank Their Friends

We are grateful beyond words for the generous manner in which the people of Sierra Madre responded to our efforts to raise funds for the children's Christmas party and to fill Christmas baskets for the least fortunate among our citizens. We are happy to report that our Christmas party and dance, held for this purpose, was one of the most successful on record.

On our own account and on behalf of the children who were made happy and the families that were remembered, we thank you from the bottoms of our hearts. And we wish you all

A HAPPY NEW YEAR

Volunteer Firemen of Sierra Madre

Mr. and Mrs. Nestor Young, of 209 West Highland avenue, were Christmas guests of Mr. and Mrs. Bennett Hinkley at their home, Orange Grove avenue.

A family dinner was held at the home of Mr. and Mrs. A. F. Snell, Christmas Day. Those present were Mrs. Margaret Keys, Theresa and Donald and Mr. and Mrs. H. B. Tuttle and son Hubert, all of Sierra Madre, and Miss Christine Snell of Los Angeles.

One of the largest and most delicious turkey feasts, including all the yuletide delicacies, was held at the A. E. Barrett home, Suffolk avenue, Christmas Day. Guests of Mr. and Mrs. Barrett were Chuck Callahan of Hollywood; Mrs. Mae R. Harris of Los Angeles; and Mr. and Mrs. Pat West and daughters, Patsy and Barbara of East Sierra Madre Blvd.

Christmas morning, Mr. and Mrs. E. W. Anderson were hosts to seven guests at a lovely breakfast given at their Manzanita avenue home. Those who were served breakfast included Mrs. Irene Anderson of Los Angeles; J. A. Ford of Los Angeles; Miss Ruth Burr of Adair, Iowa; Mrs. Josephine E. Marr, East Sierra Madre Blvd.; Gene Keables and Mr. and Mrs. Anderson.

The P. R. Penn home at 41 South Baldwin avenue was the setting for a large family reunion and dinner party Christmas Day, when 19 relatives from South Gate, San Marino, Pasadena and Correctionville, Iowa, were present to take part in the Christmas festivities. The enjoyable event of the day was when Mr. Penn's father and mother, Mr. and Mrs. C. W. Penn of Correctionville, Iowa, were able to be present, uniting the three for the first time in 10 years.

—Doris Gilbert.

Fire Flames

By One of the Boys

It was quite chilly last Thursday morning when fireman began to gather at the station. The finishing touches to the Xmas baskets had to be done and then the delivery. Hayes was first arriving at 5:30. He wanted to make certain that all men were on time, so he began calling by phone. None escaped the call. Barney Davis answered and sounded as tho' he had been to the races or a football game the day before. Before six o'clock, there was a sufficient number to go to work. A continuous stream of baskets of food came up the city hall, where they were prepared for delivery. Enough baskets to fill five large trucks.

While the baskets were being distributed, another crew was busy taking away the toys from the "Toy Shop." A brand new Ford truck for this purpose was brought to the job by Lovell. Much different from former years, the work was all through by noon.

A fire call on the night of Christmas Day brought out most of the men. This only reminds us that we cannot be too careful about construction. All fireplaces of recent construction are now being built under the provision of an ordinance that requires all wood removed from beneath a fireplace and hearth. It would be well to investigate whether the wood has been removed underneath the hearth of your fireplace.

This only reminds us that we cannot be too careful about construction. All fireplaces of recent construction are now being built under the provision of an ordinance that requires all wood removed from beneath a fireplace and hearth. It would be well to investigate whether the wood has been removed underneath the hearth of your fireplace.



NEW YEAR!

GREETINGS!

Real Estate, Insurance

Woodson F. Jones

27 N. Baldwin—Phone 32



Mrs. Al Wheeling is seriously ill with pneumonia at her home 101 E. Sierra Madre Blvd.

Mr. and Mrs. L. B. Welsh accompanied by his mother, Mrs. Agnes Welsh, are spending New Year's at Death Valley.

Mr. and Mrs. W. E. Stadermann of Blue Ash, Ohio, are winter guests at the Hotel Sierra Madre.

Mr. and Mrs. F. Gregory of Sausalito, are spending the holidays in Sierra Madre. They are residing at the Hotel Sierra Madre.

Saturday evening guests of Howard Lieben at the home of his parents Mr. and Mrs. H. C. Lieben, were Bud McCain and Ray Hagan of Pomona.

Mrs. Lena George and son Stanley M. George, motored here from Reesville, Ohio, and are residing at 560 Brookside Lane. Mr. George is in charge of the estate of the late Elmer E. George.

Mrs. M. M. Johnson, 1975 N. Beachwood Drive, Hollywood, was a business caller in town Saturday. Mrs. Johnson is formerly of Sierra Madre and has a host of friends here.

Howard Lieben returned to San Francisco Sunday evening, where he is employed, after spending Christmas in the home of his parents, Mr. and Mrs. H. C. Lieben, 632 W. Montecito avenue.

Mr. and Mrs. Sol Bierschen and daughter, Joan, arrived for the holidays from New York. They are visiting in the home of their uncle and aunt, Mr. and Mrs. Harry Lampert, 175, N. Hermosa avenue.

Mr. and Mrs. William Spargur and son, Billy, returned to their home at Encinitas, Sunday, having spent Christmas in the home of Mrs. Spargur's parents, Mr. and Mrs. P. E. Lacey, 374 Grove street.

Mrs. Nettie B. Cosper left Thursday night for a three week's vacation trip to various parts of northern California. She will visit in the home of her son and family, J. H. Cosper and relatives and friends at San Francisco, Oakland and Vallejo.

WANT ADS

WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platta. 11:15a

LOST & FOUND

LOST—Dark green cloth jacket. Return to 217 S. Baldwin. —14*g

FOR recovery of tan colored blanket, swastika designs; stolen from auto at 247 N. Baldwin, December 22; report to G. K. Simmons, 247 N. Baldwin, Sierra Madre—Ten dollars reward. —15*g

MISCELLANEOUS

PROMPT and economical financing of Home Loans. Greater Arcadia Building-Loan, Assn. 118 E. Huntington Drive, Arcadia. We also make F.H.A. loans on new construction. Member of Federal Home Loan Bank. —15:18i

I WILL shingle your roof for one-third less than any other reliable workman. General carpenter work, \$5.00 per day. Philip Dukeshire, 383 W. Grand View Ave. —14*1

INSURANCE

1937 WILL be a prosperous year for all—Increase the Insurance on your home and furnishings so you will be completely protected against Fire, Wind and Explosion. T. W. NEALE, 86 W. Sierra Madre Blvd. 14:1ms

For Sale REAL ESTATE

PARTLY completed two bedroom house. If purchased now buyer can select color for plaster, paint, tile, etc. Apply 510 East Highland. 15*1c

LEGAL NOTICE

ORDINANCE No. 377

AN ORDINANCE TO AMEND SUB-SECTION 23, UNDER ZONE "C" OF SECTION 2, OF ORDINANCE No. 271. ENTITLED, "AN ORDINANCE PROVIDING FOR THE CREATION IN THE CITY OF SIERRA MADRE OF FOUR (4) ZONES, CONSISTING OF VARIOUS DISTRICTS AND PRESCRIBING THE CLASSES OF BUILDINGS, STRUCTURES AND IMPROVEMENTS IN SAID SEVERAL ZONES, AND THE

Professor E. A. Turner of the State University of Texas, was a visitor at the home of Mr. and Mrs. C. E. Trimbel Saturday.

Clifford C. Willis, 57 West Montecito avenue, has accepted a position with the Los Angeles Examiner as pressman.

Harold Keltz, former Sierra Madrean, but now of Los Angeles, was a business caller in town on Monday.

Miss Jane Tichenor of Santa Cruz, is spending the holiday vacation with her father, M. H. Tichenor at the Hotel Sierra Madre.

The E. P. Crail family recently arrived from Redondo Beach, is occupying the George McRoberts, Jr., home at 536 West Highland avenue.

Mr. and Mrs. W. W. Harper are returning Sunday to their home at Berkeley, having spent the Christmas holidays in the Ray Hudson home, 175 East Montecito avenue.

Mr. and Mrs. R. W. Solomon, 359 W. Sierra Madre Blvd., Mrs. W. J. Lawless, 506 Grandview and Miss Emma Jameson, 440 W. Montecito, avenue spent the Christmas holidays in Death Valley.

Spending the holidays in the home of Mr. and Mrs. Harry A. Lange, 154 E. Sierra Madre Blvd. are Mr. and Mrs. John Broadgate of Milford, Iowa. Mr. Lange is a nephew of Mr. and Mrs. Broadgate.

A. N. Carter left last Wednesday evening for Berkeley where he is spending the holidays with his daughter, Annetta M. Carter. Miss Carter is a faculty member of the Botany department at the University.

Arriving Wednesday evening to spend Christmas and the holidays with Mrs. V. R. Richardson and daughter, Judith, 204 E. Sierra Madre Blvd., are their husband and father, V. R. Richardson and a cousin, Jay Leach of Seattle. Washington, and Mrs. Herbert Leach of Hollister. Mrs. Richardson and Judith are formerly of Seattle, but are spending the winter months in Sierra Madre.

—Doris Gilbert

USE THEREOF, DEFINING THE TERMS USED THEREIN, FIXING A PENALTY FOR THE VIOLATION THEREOF, AND AMENDING AND REPEALING CERTAIN ORDINANCE OF SAID CITY.

The City Council of the City of Sierra Madre do ordain as follows:

Section 1: Sub-section 23, under Zone "C" of Section 2, of Ordinance No. 271, is hereby amended to read as follows:

Section (23) Lots 2, 3, 4, 5, 12, 13, 14, 15, 28, 29, 30, 31, B. C. D, E, and F of Tract No. 2456, as per map recorded in Map Book 24, Page 36, Records of Los Angeles County, California.

Section 2: The City Clerk shall certify to the adoption of this ordinance and cause the same to be published once in the Sierra Madre News, a weekly newspaper of general circulation published and circulated in the City of Sierra Madre.

Adopted and approved this 23rd day of December, 1936.

H. C. REAVIS
Mayor of the City of
Sierra Madre, Calif.

ATTEST:
WAVERLY E. PRATT
City Clerk of the City of
Sierra Madre

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES ss.

I, Waverly E. Pratt, City Clerk of the City of Sierra Madre, do hereby certify that the foregoing Ordinance was duly adopted by the City Council of the City of Sierra Madre, State of California, and signed by the Mayor of said City Council at a regular meeting thereof, held on the 23rd day of December, 1936, and that the same was passed by the following vote:

Ayes: Councilmen Miller, Schwartz, Reavis.

Noes: None.

Absent: Layton, Froehlich.

I further certify that the foregoing Ordinance was passed pursuant to an Initiative Petition therefore, signed by more than 15 per cent of the electors of said City.

The same was adopted without alteration at the regular session at which it was presented and within ten (10) days after it was presented.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the City of Sierra Madre, California, this 23rd day of December, 1936.

WAVERLY E. PRATT
City Clerk of the City of
Sierra Madre.

(SEAL)

Mr. and Mrs. J. E. Stevenson have as holiday guests at their home, Mr. and Mrs. James Ellison and Miss Cloue Adams of Layton, Utah.

Richard Howell returned Tuesday evening from a trip to San Diego.

Jim Brockway arrived Tuesday evening from Cherokee, Iowa to spend New Years with friends in Sierra Madre.

Mrs. A. R. Twedell has been seriously ill with the flu the past week and is confined to her home 67 West Mira Monte avenue.

MRS. WOOD ENTERTAINS FOR HER SISTER

Mrs. Stanley Edison Wood entertained at a small tea Monday afternoon at her home, 221 West Grand View avenue, in honor of her sister, Mrs. Guy Withers of Washington, D.C., who with Major Withers arrived in time to spend Christmas with Mrs. Wood and family. This was one of the series of parties Mrs. Wood will give, complimenting her sister during her visit here.

Major Withers, U. S. A., retired and Mrs. Withers left Washington, D. C. early in October visiting in Lexington, Kentucky; Kansas City, Missouri; Denver, Colorado; and Taos, New Mexico, enroute to the west coast. They will spend the remainder of the winter visiting various places of interest in California.

A.L.A. Activities

MANY veterans who must stay in the Sawtelle Facility will again be the guests of the 18th district (of which we are a part) at a bountiful turkey dinner New Year's day after being transported to Pasadena to view the famous Rose parade. Our interest is most keen this year, inasmuch as Sierra Madre will enter a very outstanding float.

The unit is sorry to have the resignation of Edith Woodruff, as publicity chairman at hand. Edith has moved away from our immediate community, and we shall miss her pleasant smile. An executive board meeting was held at the home of president, Helen Lovejoy on Monday. Refreshments were served. Augusta Coats was the recipient of a gift from the president in appreciation of her efforts in obtaining the quota of membership in time to be eligible for a National citation. In the absence of the secretary, junior past-president Ornelia Stinman acted as recording secretary.

A meeting which promises to be most interesting will be held January 14th. May we expect a good turn-out? Please be on time, as a new plan may be carried out when we serve refreshments first, so if you are late, you may miss the fun!

Child Welfare Chairman Leila Embree reports the Xmas work completed with much satisfaction.

JUNIORS

Will any of the girls eligible for the juniors please try to get their dues in before the next week? Thanks to those helping make the favors for San Fernando nursery party. Meeting January 2nd important, please attend, at 43 W. Laurel avenue at the home of Frances Robertson. Time 2 p.m.



Sierra Madre Garage

FRANK LOVELL, Prop.
37 W. Sierra Madre Blvd.
Phone 82



C. A. Allen

Realtor, Insurance

18 W. Sierra Madre Blvd.

Happy New Year Everybody

Bethany Women To Hear Missionaries

J. L. Overholtzer, director of the Child Evangelism of Fellowship and John C. Winston, representing the Belgium Gospel Mission, will be Tuesday morning and afternoon speakers at the Woman's Missionary Society of Bethany Church. This is the first all day meeting of the year and all are urged to attend. Lunch will be served at noon in the social hall.

A business meeting at 10:30 will open the morning session, followed by a talk on "Child Evangelism of Fellowship," by Mr. Overholtzer, who for the past 17 months has toured the United States and Canada forming classes in the interest of this work. Mrs. Josephine Johnston of South Pasadena, leading the devotions, and a talk by Mr. Winston, who is on furlough from Belgium, will close the afternoon program. The offering of the day will go to the Belgium Gospel Mission.

Sierra Madreans See Coronation Of New Rose Queen

Mr. and Mrs. Waverly E. Pratt, Mr. and Mrs. Raymond Tarr, Mr. and Mrs. Tom Schwartz, Sam Schwartz, Miss June Lacey, Miss Dorothy Walsworth, Frank Vane, Don Blanke, George McRoberts, Bob Hanson, Miss Doris Gilbert and Howard Morgridge were among those from Sierra Madre attending the Annual Tournament of Roses Ball and Coronation of the Queen, held at the Civic Auditorium in Pasadena.

MIDNIGHT SHOW AT THE LYRIC THEATRE

On New Year's Eve, beginning at 11:30 p.m., the Lyric will open its doors inviting all those who wish to spend three hours of the new year in real entertainment. A hilarious midnight show is planned, including confetti, noise makers and everything that is necessary to have a good time. On the program will be Joe Cascales' Studio Orchestra, the hit orchestra of "Swing Time." Six big acts of vaudeville will be introduced by genial Gene Morgan. To top the evening off the feature picture to be shown will be Mae West in "Go West Young Man."

Happy New Year

—To you all—

::

ROSE MARIE

BEAUTY SHOPPE

Tel. 3581—8 Sierra Madre Blvd.

FINDS BUSINESS IMPROVING A LOT

A. E. Barrett, 37 Suffolk avenue, has recently returned from a successful buying trip through the eastern and middle Western states. He reports business conditions in cities and towns he covered are much improved and buying is heavier. Mr. Barrett also states that he is mighty glad to be back in Sierra Madre again where he can spend some extra time in his rose flower garden.

Unless it is settled today, a strike declared by 200 bartenders in Rochester, N.Y., last night, will make it necessary for bibulous citizens to go back to the old "flask on the hip" days of the prohibition era, or pass up the sucker joints and celebrate the arrival of 1937 in the homes or on the highways.

A HOTEL...

equipped and conducted to satisfy the most exacting of Sierra Madreans and their guests—clean, comfortable and attractive...

Why not make your home with us?

Special Winter Rates

Hotel Sierra Madre

Phone 011

LYRIC

Phone 90

MONROVIA

STARTS FRIDAY

"ANTHONY ADVERSE"

—and—

"Go West Young Man"

Gala New Year's Eve

MIDNIGHT SHOW

on the stage

Joe Cascales' Orchestra

GENE MORGAN,

Master of Ceremonies

6 Big Acts of Vaudeville

MAE WEST in

"Go West Young Man"

All Seats Reserved

Phone Now

Balcony 75c

LODGE, Gen. Adms. \$1

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST SIERRA MADRE BLVD. PHONE 97

NEW YEAR GREETINGS

Legs of Lamb lb. 28c
Shoulder Lamb lb. 19c
Breasts lb. 10c

BACON SPECIAL

Swift's Oriole lb. 34c
Swift's Premium 1/2 lb. pkg. 20c
Rath's Black Hawk 1/2 lb. pkg. 20c

Start the New Year right... with a
Wilson's Tender-Made Ham ... lb. 37c
Wilson's Tender Ready Picnics, lb. 28c

P Fresh Butts for Roasting ... lb. 24c
O Shoulder Roast lb. 20c
R Center Cuts lb. 23c
R Loin Roast lb. 27c
K Pure Pork Sausage lb. 30c

Ground Beef lb. 16c
Chuck Pot Roast lb. 18c

Fluffo 2 lbs. 25c

Hormel Smoked Pork Sausage

Cube Steaks 10c each
Sirloin tips made more tender in our Cubing machine

SIERRA MADRE SHOPPING NEWS

U. S. POSTAGE
Sec. 435½, P.L.&R.
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Permit No. 18
Sierra Madre, Calif.
Ret. Postage Guaranteed

FRIDAY, JANUARY 8, 1937

SIERRA MADRE SHOPPING NEWS

JANUARY BEAUTY SPECIALS



Telephone 87 For Beauty Appointments

Frenzoil Permanent Wave \$1.95
Shampoo & Finger Wave .75
Expert Ladies' Haircutting .35
Finger Wave & Manicure .75

ELLEN'S BEAUTY SHOP
5 KERSTING COURT
Open Tuesday and Thursday Evenings until 9

Cash Loans
Borrow on your auto or furniture

Examples of our plan:
You Receive You Pay
\$ 50. . . \$ 8.10 for 8 months
75. . . 8.13 for 12 months
100. . . 10.32 for 12 months
150. . . 10.25 for 20 months
500. . . 32.08 for 20 months

Loans also on salary, co-signers, equipment and real estate
Courteous, Confidential, Quick

Southern Finance Service
122 S. Myrtle Monrovia
Phone 94

Funeral Flowers Sprays \$1 up

Ward Nursery & Florist
Mt. Trail & Laurel—Tel. 1614
Members of Florist Telegraph Delivery Association

Monrovia Monumental Works
High Class Monumental Work in all its branches
Frances Brain, Sierra Madre Representative, Phone 3384

Rose Bushes
3 for \$1.00

Strong 2-year old plants just dug from field. Will bloom profusely this spring. Choice varieties such as—

Talisman, red and gold
Autumn, orange and gold
Hoover, pink and gold
E. P. Thorn, yellow
Etoile Holland, deep red
E. G. Hill, deep red
Joanna Hill, yellow
Golden Emblem, yellow
Loomans, salmon
Margaret McGredy, red
Dame Edith Helen, pink
Los Angeles, pink
and others

WARD NURSERY and FLORIST
Phone 1614
Mt. Trail and Laurel

STOP ROOF LEAKS with Pioneer Composition ROOFING

Rolls or Shingles
Any Quantity Required

Roof Coatings
Several Grades

PRICES ARE ADVANCING
on nearly all lines and our advice is to take care of requirements now

Sierra Madre Hardware Co.

MEET LEE SHIPPEY SATURDAY
afternoon at the
Foothill Bookshop
22 N. BALDWIN

He will personally autograph copies of his book,
"The Girl Who Wanted Experience"

Pian's MILLINERY AND DRESS SHOP

Dresses, Coats Hats
Smart Styles
Moderately priced

196 E. Colorado Pasadena

AFTER THE RACES

Stop at
SANTA ANITA INN

Just east of race track
ARCADIA

For the Finest
DINNER 75c
in Southern California

COCKTAILS 25c

2 Different Floor Shows nightly

Dance to
BOB LORING
and his Marylanders

ARCADIA THEATRE
44 East Huntington Drive
ARCADIA

Friday, Saturday
January 8, 9

"The Gay Desperado"
featuring Nino Martini
Selected Short Subjects

"PIGSKIN PARADE"
with Stuart Erwin, Johnny Downs, Arline Judge and Jack Haley

Sunday, Monday, Tuesday
January 10, 11, 12

Edward Arnold in
"COME AND GET IT"
also featuring Joel McCrea, Frances Farmer, Jane Withers

"CAN THIS BE DIXIE?"
Starring Lawrence Tibbett
Also selected short subjects

NOTICE OF DIVIDEND PAYMENT

The Board of Directors Has Declared a Dividend for the Period Commencing July 1st, 1936, and Ending December 31st, 1936, at the rate of

4% PER ANNUM

FUNDS INVESTED
Before Jan. 10th, 1937, will be entitled to the semi-annual dividend on June 30, 1937.

The building up of proper reserves at this proper time, as suggested by the Federal Home Loan Bank of Los Angeles, makes a continuation of the customary rate advisable.

Accounts Insured Up to \$5000
By the Federal Savings & Loan Insurance Corporation of Washington, D. C.

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF PASADENA
41 SOUTH EUCLID AVENUE CO-6107
FOR FURTHER INFORMATION
Call Howard B. Cant, Phone 1091, Sierra Madre

LYRIC
Phone 90
MONROVIA

Starts Friday

"BORN TO DANCE"
with
ELEANOR POWELL

ALSO

"POLO JOE"
with
JOE E. BROWN

The Altadena Pines
1563 N. Lake Ave., Pasadena

Regular Dinners 50c up

Private Party Room

Cocktail Lounge
Imported Wines
Liquors

Telephone for Reservations
Sterling 4476

Henry Lannan, Jr., Mgr.

News Want Ads Pay

SAFEGWAY'S NEW YEAR JUBILEE SALE

SALE ENDS SATURDAY

WITH THIS JUBILEE of low prices, Safeway begins another year of outstanding food values. It will pay you well to read and take advantage of the low prices listed in this advertisement.

Stock up on your food needs at our store in your neighborhood. Start the New Year off right by saving at Safeway.

| | | | |
|--|--------------------------------|------------|------------|
| PEACHES Libby, Del Monte, or Stokely brands. Your choice of halves or sliced. | FANCY QUALITY HALVES or SLICED | No. 2½ can | 15c |
| PINK SALMON Happy-Vale brand, choice quality pink salmon. Excellent for salad or salmon loaf | | No. 1 can | 10c |
| PRUNES Quality California prunes. Medium size, 70/80, packed in Cellophane bags. | CELLO PACK 70/80 SIZE | 3-lb. bag | 17c |
| AIRWAY COFFEE Freshly roasted, pure Brazilian coffee. See it ground, know it's fresh. | | lb. | 19c |

| | | | | | |
|---|------------|--|---|------------|------------|
| Peanut Butter Beverly Brand | 2-lb. jar | 27c | Sunsweet Prunes Extra large size "Tenderized" | 1-lb. pkg. | 10c |
| Pancake Flour or Waffle Flour Harvest Blossom | 2½-lb. box | 15c | Blossom Time Honey | 5-lb. can | 43c |
| Hershey's Breakfast Cocoa | 1-lb. can | 10c | Orange Marmalade Hi-Est Quality | 26-oz. jar | 25c |
| NuMade Mayonnaise pint jar | 22c | Golden Age Noodles Macaroni or Spaghetti | 3 lbs. for | 25c | |
| Saled Dressing NuMade Brand | 1-lb. jar | 18c | Formay Blended Shortening | 1-lb. can | 20c |
| Jell-well "Cube-flavored" gelatin Assorted flavors | 3 pgs. for | 13c | Cheddar Cheese Appetizing taste | per lb. | 27c |

| | | | | | |
|---|--------|------------|---|------------|------------|
| AVOCADOS Extra Large Calavo brand. Features item in National Sale. | 2 For | 19c | Syrup Sleepy Hollow Cane & Maple | pint jug | 19c |
| GRAPEFRUIT Extra large size, Coachella Valley fruit. Sweet, juicy. Extra choice quality. | 4 For | 9c | Val Vita Soups Bean, Pea or Tomato | 15-oz. can | 5c |
| BUNCH GOODS Your choice of carrots, beets or turnips. Large, clean bunches of quality vegetables. | 3 For | 5c | Pineapple Juice Libby or Del Monte | No. 2 can | 11c |
| POTATOES U.S. No. 1 grade Russet Potatoes. For baking, boiling or frying. At your Safeway store. | 8 lbs. | 25c | Tomato Juice Del Monte or Stokely | 3 cans | 25c |

| | | | | | |
|--|-----|------------|---|-----|------------|
| PRIME RIB ROAST Delicious oven roast, cut from fancy grade steer beef. Guaranteed. | lb. | 29c | FANCY LAMB LEGS Genuine baby lamb. Roast one of these for your Sunday dinner. | lb. | 27c |
| BEEF RUMP ROAST Delicious roast, cut from fancy grade steer beef. Tender, fancy grade. | lb. | 22c | LAMB SHOULDER Roast, cut from genuine baby lamb. Delicious economical. | lb. | 19c |
| BONELESS ROAST Roast of shoulder clod of fancy steer beef. Quality guaranteed. | lb. | 25c | PORK LOIN ROAST Large loin or blade rib, cut from fancy grade Eastern pork. | lb. | 28c |

PRIZE WINNING MEAT AT REGULAR SAFEGWAY PRICES

This week, you can buy Blue Ribbon Prize-Winning Meats at your neighborhood Safeway market at regular low prices.

During the Great Western Livestock Show that was held in Los Angeles recently, Safeway Stores were active bidders for prize stock exhibited by Future Farmers and 4-H club members, and purchased top-rating animals in beef, lamb, and hog sales. The purchase of this prize winning meat is typical of Safeway's constant demand for the best meat that enters the Los Angeles area. It is one of the most important phases of Safeway's Guaranteed Meat policy.

Having been carefully prepared for market under Safeway's exclusive 5-step plan of meat processing, this meat—16 carloads of it—is being sold at regular Safeway low prices. Be sure to visit your neighborhood Safeway store this week. Secure a supply of this extra quality meat for your family.

PRIME RIB ROAST
lb. **29c**

BEEF RUMP ROAST
lb. **22c**

BONELESS ROAST
lb. **25c**

FANCY LAMB LEGS
lb. **27c**

LAMB SHOULDER
lb. **19c**

PORK LOIN ROAST
lb. **28c**

SAFEGWAY

JAN 9 3 7

Five
O'Clock
Dry Gin

\$1.10
1/5 Gal.



Cinzano
Dry
Vermouth

\$1.25
1/5 Gal.

Sanderson's Special Reserve 7 years old
Scotch Whiskey.....fifth \$3.00
Park & Tilford Bourbon
Four "X" Whiskey.....pint \$1.25
Fillmore
Bourbon Whiskey.....pint 65c
Golden Russet—90 Proof
Apple Brandy.....fifth \$1.25
In the Liquor Department

ROBERT'S MARKET

SIERRA MADRE BLVD. at BALDWIN—PHONE 34
Sales and Excise Taxes Included in All Prices

Milinery Clearance! ALL FALL AND WINTER HATS

Regularly \$2.95 and \$3.95 — Now \$1.95
Group of FELTS AND FABRICS
Regularly \$1.95 & \$2.95 — Cut to \$1.25

ROBERTA FROCK SHOP

1 Kersting Court — Phone 35-21

Henry's Coffee Shop

45 North Baldwin Avenue
QUALITY FOOD POPULAR PRICES
TURKEY DINNERS SATURDAYS — CHICKEN SUNDAYS

Rexall Weather Calendars ARE HERE STOP IN FOR YOURS

SAVE with SAFETY at
The Rexall DRUG STORE

F. H. HARTMAN & SON

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
38 WEST SIERRA MADRE BLVD. PHONE 97

BACON SPECIAL

Swift's Oriole lb. 34c
Swift's Premium 1/2 lb. pkg. 20c
Rath's Black Hawk 1/2 lb. pkg. 20c

Boneless Rolled Rib Roast lb. 30c
Chuck Roast lb. 18c
Round Bone lb. 20c
Ground Beef, our major quality, lb. 16c

FRESH SIDE PORK

Legs of Lamb lb. 28c
Shoulder Lamb lb. 19c
Breast lb. 10c

Fresh Butts for Roasting lb. 24c
Shoulder Roast lb. 20c
Center Cuts lb. 23c
Loin Roast lb. 27c
Rib Center Cuts, 5c extra

Pure Pork Sausage lb. 30c

Wilson's Tender Made Hams .. lb. 37c
Wilson's Tender Made Picnics .. lb. 28

1 lb. can Meat and Spaghetti 15c
Swift Premium Quality — Ready for Use
Rath's Corn Meal Mush 10c

DRY WOOD

FULL CORDS

The kind you want—when you want it

WOOD

Odds and ends — oak
eucalyptus, iron wood,
etc., sacks for use in
stove.
4 lge. sacks, \$1.00

Oak, Juniper, Orange,
Eucalyptus, Walnut,
Pine, Tamarac, Pecan,
Mill Blocks . . . Coal,
Coke Briquettes,
Pres-To-Logs

SIMPSON'S

House of Service

3422 E. COLORADO ST. — CO. 6117
Down Town Store 1656 E. Colorado

Better PLANTS for Better FLOWERS

FUJI QUALITY BEDDING PLANTS

Stock, Snapdragons, Calendula, Cornflower,
Viola, Phlox, Pansy, English Daisy, Petunia,
Canterbury-bell, Foxglove, Chrysanthemum,
Carnation, Geum, Pentstemon, Primrose, Cin-
eraria, Begonia, Gazania, etc.

1 EACH
and up
393 South
Fair Oaks
TE. 3236
Pasadena

FUJI NURSERY

7% WITH SAFETY

MONTHLY AMORTIZATION

WHY TAKE LESS?

Grade A, First Trust Deeds on New Houses. These
T. D's, \$1500 to \$2,000 are based on 50% of
valuation. Put your money to work!

M. PENN PHILLIPS

2397 E. Colorado Street, Pasadena
Terrace 8822

The Pines Coffee Shop

AND

Cocktail Lounge

24 Hour Service

Arcadia Drive-In
Market

Ye Derby Tavern

Serving Luncheons
Chicken and Steak
Dinners

Catering to Private Parties

Entertainment Saturdays

233 E. HUNTINGTON DRIVE
in Arcadia

NIGHT SCHOOL

New Classes Started
January 5
Tuesday Night

Classes in
SHORTHAND
TYPING

BOOKKEEPING
COMPTONETER
Individual Attention

PASADENA Business College

32 South Raymond Ave.
WA. 4676

A HOTEL...

equipped and
conducted to satisfy
the most exacting
of Sierra Madreans
and their guests—
clean, comfortable
and attractive...

Why not make your home
with us?

Special Winter Rates

Hotel Sierra Madre

Phone 011



Good Spot to Stop.

Cocktails

Mixed Drinks

Leading Brands of Beer

Tasty Sandwiches

Quick Service

WISTARIA GRILL

60 West Sierra Madre Blvd.
(Opposite City Hall)
Adam Hauck, Prop.



Big Time Vaudeville

Sunday, Mon., Tues., Wed.

"CHINA CLIPPER"

with Pat O'Brien

also

"IT'S LOVE AGAIN"

FORUM DINNER

Opening the Season of 1937

Next Tuesday, January 12

Turkey Dinner 6:30, 50c — Woman's Club House

Reservations, Mrs. Tuggle, at Club or

Dr. Laidlow, Tel: 296-2

ALL WELCOME

at Penney's a Broadside of WHITE VALUES

MONROVIA

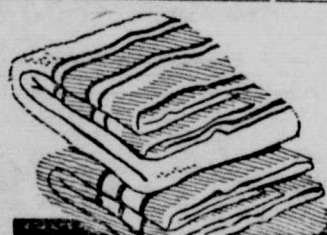
Buy a Supply Before Prices Go High

Cotton is going up—buy now and SAVE! Penney's has scouted the country, gathered for you these amazing values. Our laboratory has tested them for quality—yet we sell them for less! What savings! Your money's well spent at this White Goods Event!

MUSLIN

Unbleached! 5¢
32" wide! 5 yd.

Buy plenty now—you probably can't equal this value even at Penney's after January! "Standard" muslin.



BATH TOWELS

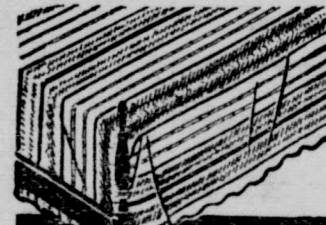
Extra Heavy! 25¢
Extra Large!

Their extra size makes a hit with men and you'll appreciate the serviceability! Pastels.

PILLOW CASES

Belle Isle 42"x36" 10¢ ea.

Good quality cases, of smooth, firm muslin! Amazing January values!



BEDSPREADS

Don't Miss This Buy! 69¢

Crinkled cotton in smart stripes, scallop finish! Seamless, too! 80 by 105 in.—will fit any regular size bed!

Wizard Sheets

January Priced!

81"x99" 69¢

Leader in the low-price field! Lay in a good supply now — they're real January bargains.

ARCTIC Outing Flannel

A Feature Price! 8 1/2¢ yd.

Make up some nighties and pajamas! White and solid colors, 27" wide. Woven patterns, 26" wide. Excellent quality at a bargain price!



A January Feature! Bath Towels

Popular Size 10¢

Soft fluffy towels with snowy white centers and attractive colored borders to match your bathroom color scheme. Practical for everyday use... and so easy to launder 17"x36"

HANDKERCHIEFS

Bargain Priced! 3 for 10¢

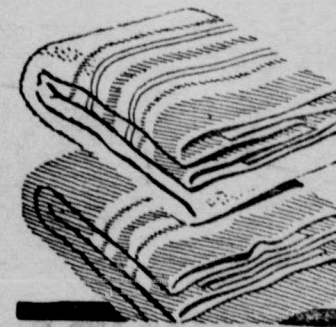
Men's white cotton handkerchiefs with hemstitched hems. 17"x17" size. Outstanding at this low price!



PAD and COVER

For Ironing Board! 49¢

Heavy felt pad and unbleached sheeting cover. Straps hold padding securely. Easy to slip on!



You never have too many!

Bath Towels

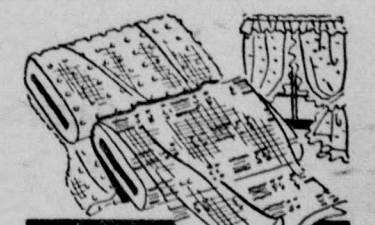
Money Savers! 15¢

Here's your chance to stock up! Double loop terry towels in solid colors or with striped borders. Popular 20 by 40 inch size. Favorite pastel shades!

WASH CLOTHS

Size 12"x12" 3 for 10¢

Buy all you'll need at this low January price. Firm soft terry in smart plaids or with colorful borders. A real buy!



MARQUISETTES

Many Styles! 10¢ yd.

Think how little it will cost you to make fresh new glass curtains this spring! Dots and figures on sheer marquisette!